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Catalog of Copyright Entries: *Third Series*
Volume 19, Part 11B, Number 1

Commercial Prints and Labels

January–June
1965

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Catalog of Copyright Entries

Third Series

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Books and pamphlets.
Works of art; models or designs for works of art.
Drawings or plastic works of a scientific or technical character.
Reproductions of a work of art.
Photographs.
Prints and pictorial illustrations excluding prints or labels used for articles of merchandise.

Other published works and all unpublished works are excluded from this notice.

The request for the removal of any copyright deposit should be signed by the person entitled to its removal or his duly authorized agent. Such request should identify the work by stating the title, author, copyright proprietor, registration number, and year of deposit, and should be addressed to the Copyright Office, Library of Congress, Washington, D.C., 20540.

L.C. card 6—35347

This number identifies the Library of Congress printed card for the complete series of the *Catalog of Copyright Entries.*
For sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402. Price of this part is given on page vi.

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Preface

The CATALOG OF COPYRIGHT ENTRIES is published by authority of sections 210 and 211 of Title 17 of the *United States Code*. Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

The *Catalog* is subdivided into parts corresponding to the classes of material listed in section 5 of Title 17 of the *United States Code*. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to identify the classes, and the prices of the semiannual issues.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant as given in the application for registration, the copyright date, the copyright registration number, etc.).

Information as to changes of copyright ownership is not included in the *Catalog*, but a search of the Copyright Office Assignments and Related Documents Indexes may be requested from the Register of Copyrights. A fee for the search and report will be estimated at the statutory rate of $3 per hour.

In the case of each registration listed, except for renewals, there has been deposited a copy or copies of the work in accordance with the provisions contained in section 12, 13, 14, or 215 of Title 17 of the *United States Code*.

For a more complete description of the contents of this issue of the *Catalog* see p. vii.

Orders, payable in advance, for all parts of the *Catalog of Copyright Entries* should be sent to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402. Orders may be placed for individual issues, as subscriptions for one or more parts, or for the complete *Catalog* at $20 a year, and for periods of one, two, or three years. All orders should state clearly the title and the inclusive dates of the part wanted. Checks or money orders should be made payable to the Superintendent of Documents.

The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington, D.C., 20540.

Organization of Parts

Each part listed in the following table records all current registrations in the class or classes indicated by the alphabetical symbols. Renewal registrations are listed separately at the end of each related part. The first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for the purpose of statistical analysis. A zero immediately following the symbol, e.g., AF0, EF0, identifies a foreign work deposited under the waiver-of-fee provision (section 215 of Title 17 of the *United States Code*). Some parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the part.

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		Price per semiannual issue
Part 1	Books and Pamphlets, Including Serials and Contributions to Periodicals	$2.50
A	Books	
AF	Books manufactured abroad (except those registered for ad-interim copyright)	
AI	Books in the English language registered for ad-interim copyright	
BB	Contributions to periodicals	
R	Renewal registrations	
Part 2	Periodicals	1.00
B	Periodicals	
BF	Periodicals manufactured abroad (except those registered for ad-interim copyright)	
BI	Periodicals in the English language registered for ad-interim copyright	
R	Renewal registrations	
Parts 3–4	Dramas and Works Prepared for Oral Delivery	1.00
C	Lectures and other works prepared for oral delivery	
DF	Dramatic and dramatico-musical works published abroad	
DP	Published dramatic and dramatico-musical works	
DU	Unpublished dramatic and dramatico-musical works	
R	Renewal registrations	
Part 5	Music	3.50
EF	Musical compositions published abroad or the author of which is not a citizen or domiciliary of the United States	
EP	Musical compositions published in the United States or the author of which is a citizen or domiciliary of the United States	
EU	Unpublished music	
R	Renewal registrations	
Part 6	Maps and Atlases	$0.50
F	Maps	
R	Renewal registrations	
Parts 7–11A	Works of Art, Reproductions of Works of Art, Scientific and Technical Drawings, Photographic Works, Prints and Pictorial Illustrations	1.00
GF	Works of art published abroad	
GP	Published works of art and designs for works of art	
GU	Unpublished works of art and designs for works of art	
H	Reproductions of works of art	
IP	Published drawings or plastic works of a scientific or technical character	
IU	Unpublished drawings or plastic works of a scientific or technical character	
JP	Published photographs	
JU	Unpublished photographs	
K	Prints and pictorial illustrations	
R	Renewal registrations	
Part 11B	Commercial Prints and Labels	1.00
KK	Commercial prints and labels	
R	Renewal registrations	
Parts 12–13	Motion Pictures and Filmstrips	.50
LP	Published motion-picture photoplays	
LU	Unpublished motion-picture photoplays	
MP	Published motion pictures other than photoplays	
MU	Unpublished motion pictures other than photoplays	
R	Renewal registrations	

Subscription price: Complete *Catalog* for the year $20.00. Add $5.75 for foreign mailing. Orders, accompanied by remittances, should be addressed to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402.

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Introduction

PART 11B lists domestic and foreign prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in class K under the symbol KK. Works for which subsisting copyright has been renewed are listed separately in the Renewal Registrations section.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e.g.:

FARRELL, JAMES EDWARD. ©
Bowl a word, a fascinating word game. © 20Jan65; KK184840.

FRANKONIA PRODUCTS, INC.
Rambler Classic station wagon. (License-plated model cars) © Frankonia, a.a.d.o. Frankonia Products, Inc.; 8Jan65; KK184835.

Each main entry for currently registered works includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

1) Title, amplified if necessary by a brief description of the pictorial content of the work, and followed by any variant title.
2) Names of contributors to the work.
3) Physical description, consisting of the number of pages or other terms descriptive of the work.
4) Series statement.
5) Special descriptive data, limited to registrations which appeared in a newspaper or periodical giving the name and issue date of the publication, the number of the page on which the item will be found, and the place of publication, if published abroad.
6) Names of authors given in the application which do not appear elsewhere in the entry.
7) Name of the employer in the case of a work made for hire, if so named in the application.
8) Information contained in the application which relates to the registration of an earlier version of the work.
9) Brief statement of the new matter on which copyright is claimed, preceded by the abbreviation NM, if this information is given in the application and is not indicated elsewhere in the entry.
10) Copyright symbol ©.

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11) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
12) Date of publication as given in the application.
13) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e.g., © Richard Roe & Co.; 8Jan65 (in notice: 1964); KK184837.

For renewal registrations, the main entry includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable.

1) Title.
2) Copyright symbol ©.
3) Date of original copyright.
4) Original registration number.
5) Name of the renewal claimant followed by a statement in parentheses, usually abbreviated, giving the basis of the renewal claim as supplied by the applicant, e.g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
6) Date of receipt of the renewal application or the fee, whichever is later.
7) Renewal registration number.

Abbreviations and Symbols

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings.

a.a.d.o.	accepted alternative designation of
a.k.a.	also known as
appl.	application
©	copyright symbol
d.b.a.	doing business as
NM	new matter
p.	page, pages
(P)	proprietor of a commercial print or label
pseud.	pseudonym
pub.	published, publishing
(R)	renewal registration
rev.	revised
t.a.	trading as
v., vol., vols.	volume, volumes

Registrations January–June 1965

Commercial prints and labels published in the United States	4,010
Commercial prints and labels published abroad	0
Total	4,010
Renewals	105

These figures represent the number of registrations for commercial prints and labels for January–June 1965, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

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COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

A

A. A. RECORDS, INC. ©
Favorite songs from Walt Disney motion picture hits; LP107. Record sleeve. © 18Jan65; KK187238.

A & W ROOT BEER CO. ©
Free chicken dinner on me; free introductory offer from A & W; Chubby Chicken. Folder. © 1Apr65; KK187681.

ABC-PARAMOUNT RECORDS, INC. ©
Based on the ABC-TV Shindig; ABC-504. Record sleeve. © 1Dec64; KK185518.

A. B. C. POPCORN CO., INC. ©
French Boy popcorn mix; net wt. 4 1/3 ozs. On bag. © 14Dec64; KK185047.

A. S., INC. See AVIATION SURPLUS, INC.

ABBOTT LABORATORIES. ©
Chemicals from Abbott chemical marketing. Folder. © 3Aug64; KK184838.
Chemicals from Abbott: food, industrial, pharmaceutical. Folder. © 8Jun64; KK185114.
Fluid and electrolyte calculator. Folder. © 1May64; KK184837.
Fluid and electrolyte calculator; introducing new Normosol and Normosol-R. Folder. © 23Dec64; KK185115.

ACADEMI TAPE. ©
You are cordially invited to accept a charter membership; A-T. Card. © 1Sep64; KK184913.

ACKERMAN, EVELYN. ©
Do-it-yourself finger puppets; colleen. Sheet. © 16Dec64; KK185098.
Do-it-yourself finger puppets; dog. Sheet. © 16Dec64; KK185305.
Do-it-yourself finger puppets; fox. Sheet. © 16Dec64; KK185511.
Do-it-yourself finger puppets; frog. Sheet. © 16Dec64; KK185093.
Do-it-yourself finger puppets. [Horse, jester & 9 other puppets] Sheet. © 23Oct64; KK185090.
Do-it-yourself finger puppets; king. Sheet. © 16Dec64; KK185095.
Do-it-yourself finger puppets; matador. Sheet. © 16Dec64; KK185094.
Do-it-yourself finger puppets; monkey. Sheet. © 16Dec64; KK185092.
Do-it-yourself finger puppets; mouse. Sheet. © 16Dec64; KK185091.
Do-it-yourself finger puppets; queen. Sheet. © 16Dec64; KK185096.
Do-it-yourself finger puppets; soldier. Sheet. © 16Dec64; KK185097.

ACME APPLIANCE MANUFACTURING CO. ©
Completely packaged pocket door frame. Folder. (F-733) © 20May65; KK188594.
Especially designed for multiple panel installations, Acme Fold-Aside shutter hardware. Folder. © 2Apr65; KK187759.
Fold-Aside folding door hardware series 2500/2800. Sheet. (Form 98-2061) © 12Mar65; KK188689.
How to install shutter hardware; Fold-Aside shutter hardware, series 2100. Sheet. © 11Jan65; KK187760.
New tap-in pivots and guide wheels. Sheet. (F-728) © 24May65; KK188595.

ACME BUILDING MATERIALS, INC. ©
A collection of fine homes. 1 v. © 1Sep65; KK185554.

ACOUSTICA ASSOCIATES, INC. ©
Carrousel, the enchantment of a Carrousel speaker. Folder. © 9Mar65; KK186637.
Lifetime magnifpower tank-transducer bond guarantee. Card. © 8Feb65; KK185703.
The military government agencies and more than 2,347 companies have relied on Acoustica ultrasonic cleaning systems for years. (In Air force and space digest, Apr. 1965, p.25) © 2Apr65; KK188081.
Omnisonic, 360° sound from Acoustica. Sheet. © 8Feb65; KK185700.
Radio interference-free, fluorescent lighting fixture withstands 11 1/4-g shock. (In Air Force/space digest international, Jan. 1965, p.41) © 15Dec64; KK185173.
Test facilities and capabilities. Sheet. (Bulletin no.2100) © 5Jan65 (in notice: 1964); KK185148.
They won't stop talking about us. (In Audio times, Dec. 1964, p.11) © 15Dec64; KK185695.
This is a high fidelity loudspeaker. (In Curtain call) © 19Apr65; KK188080.
This is a high fidelity loudspeaker. (In High fidelity magazine, Feb. 1965, Greater New York section, p.88-I) © 5Jan65; KK185165.
Ultrasonic cleaning consoles; model 602, 602S, 602SS. Sheet. (Bulletin no.7800) © 8Feb65; KK185698.
Ultrasonic cleaning systems; anniversary series. Folder. © 8Feb65; KK185704.
Ultrasonic cleaning systems; anniversary series. Sheet. (Bulletin no.7100) © 8Feb65; KK185696.
Ultrasonic cleaning systems; anniversary series. Sheet. (Bulletin no.7300) © 5Feb65; KK185699.
Ultrasonic cleaning systems; anniversary series; price list, January 1965. Card. © 8Feb65; KK185702.

ACOUSTICA ASSOCIATES, INC. See MUSIC INTERIORS.

ACOUSTICAL PRODUCTS CORP. ©
Soun Chek fan plenum silencers. Folder. Appl. author: Charles N. Rink. © 15Aug64; KK182225.

ACTION LINE.
400 yds. Folder. © Action Line a.a.d.o. Art-Mold Products Co.; 5Jan65; KK184985.

ADAMS, HARRIET S. See STRATEMEYER SYNDICATE.

ADAMS, MARTIN & NELSON, INC. ©
Play Hawaiian surprize at Super Valu. (Hawaiian surprize game & registration card) © 15Feb65; KK185595.

AEROQUIP CORP. ©
Assembly instructions for Aeroquip high pressure 1509 hose and fitting. Sheet. (Bulletin 798) © 30Nov64; KK185544.

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AEROQUIP CORP.-Con.
Barco 16 inch ball joints handle pipe movement for Gulf Oil. Sheet. (Industrial application bulletin, BAB-6) © 12Nov64; KK184842.
Lightweight canner's belts. (Republic data sheet RDS-126) © 3Feb65; KK187130.
New Aeroquip industrial division binders. Sheet. (Bulletin 817) © 23Dec64; KK185541.
New soft homogeneous neoprene sheet packing. (Republic data sheet, RDS-125) © 23Feb65; KK187215.
Oil seals. Sheet. (Industrial engineering bulletin IEB-94) © 15Jan65; KK187129.
Omniseal. Sheet. (Bulletin 275) © 15Jan65; KK187131.
Pre-charged units, wonderful for business, says Joseph Reed. Sheet. (Bulletin 800) © 23Dec64; KK185543.
Republic Champion brewers and wine hose; product data sheet. © 23Dec64; KK185542.

AEROSOL CORP. OF AMERICA.
Crazy Foam, the toy that cleans; net wt. 6 1/2 oz. Absent minded professor. On can. © Aerosol Corp. of America, subsidiary of Shulton, Inc.; 10Feb65; KK186824.
Crazy Foam, the toy that cleans; net wt. 6 1/2 oz. Dog. On can. © Aerosol Corp. of America, subsidiary of Shulton, Inc.; 10Feb65; KK186823.
Crazy Foam, the toy that cleans; net wt. 6 1/2 oz. Indian. On can. © Aerosol Corp. of America, subsidiary of Shulton, Inc.; 25Feb65; KK186822.
Crazy Foam, the toy that cleans; net wt. 6 1/2 oz. Skeleton. On can. © Aerosol Corp. of America, Inc., subsidiary of Shulton, Inc.; 10Feb65; KK186821.

AFFILIATED DISTILLERS BRANDS CORP. © Buyer's guide to industrial goodwill. 1 v. © 25Sep64; KK185446.

AFTA SOLVENTS CORP. ©
All purpose spray cleaner; net wt. 15 oz. On wrapper. © 27Jan65; KK185207.
Marble polish; cleans, protects; 8 oz. On wrapper. © 27Jan65; KK185209.
No-Trak for rugs; net wt. 16 oz. On wrapper. © 27Jan65; KK185208.

AIR DEVICES, INC. ©
Agitair extruded aluminum curved blade outlets. Folder. Appl. author: George J. Sweeney. © 8Dec64; KK187686.
Agitair extruded aluminum diffusing grilles & registers. 11 p. Appl. author: George J. Sweeney. © 1Dec64; KK187685.
Agitair steel grilles, registers, air controls. 11 p. Appl. author: George J. Sweeney. © 15Jan65; KK187687.
Agitair type B series diffusers. 7 p. Appl. author: George J. Sweeney. © 15Dec64; KK187689.
Extruded aluminum Agitair Mark II roto-jet outlets. Folder. Appl. author: George J. Sweeney. © 22Jan65; KK187688.

AIR MOVING & CONDITIONING ASSN., INC. ©
Amca. 1 v. (Bulletin 161) © 2Feb65; KK188293.
Application of sone loudness ratings. 8 p. (Bulletin 302) © 22Feb65; KK188368.
Application of sound power level ratings. 4 p. (Bulletin 303) © 22Feb65; KK188369.
Standard method of publishing sound ratings for air moving devices. 3 p. (Bulletin 301) © 22Feb65; KK188371.

AIRGUIDE INSTRUMENT CO. ©
Depth-o-matic depth sounder; model no.1001. Sheet. Appl. author: Frank C. Nahser, Inc. © 14Jan64; KK188531.
New Hail-O-Matic makes boating 4 ways better. (In The Boating industry, Jan. 1965, p.398) Appl. author: Frank C. Nahser, Inc. © 1Jan65; KK187532.
Now a quality 270° tach. (In Car craft, Apr. 1965, p.12) Appl. author: Frank C. Nahser, Inc. © 15Mar65; KK187531.
Quality instrumentation for automotive, truck, industrial and marine use. Sheet. Appl. author: Frank C. Nahser, Inc. © 24Jan64; KK188530.
Tachometers a complete line for every price and use requirement. Sheet. (Catalog no.65A) Appl. author: Frank C. Nahser, Inc. © 28Jan65; KK188529.
You can depend on the weather to make Airguide instruments outstanding business gifts. (In Advertising & sales promotion, Oct. 1964, p.35) © 19Sep64; KK186943.
You can depend on the weather to make Airguide weather instruments a most welcome gift. (In The American home, Dec. 1964, p.90) Appl. author: Frank C. Nahser, Inc. © 24Nov64; KK186941.
You can depend on the weather to sell Airguide style leader weather instruments. (In Geyer's dealer topics, Sept. 1964, p.101) Appl. author: Frank C. Nahser, Inc. © 20Aug64; KK186942.
You can depend on the weather to sell Airguide weather instruments. (In Hardware merchandiser, Sept. 1964, p.26) Appl. author: Frank C. Nahser, Inc. © 1Sep64; KK186940.

AIRPLANE DIVISION, BOEING CO. See BOEING CO. AIRPLANE DIVISION.

ALDENS, INC. ©
Dupont Teflon; Texas Ware Melmac. Sheet. © 1Mar65; KK186993.
Multi-purpose automatic Hi-Fi phono. Sheet. © 4Jan65; KK185806.
New transistorized pushbutton recorder. Sheet. © 4Jan65; KK185244.
Save 23.70 on complete 8 mm. movie outfit featuring fully automatic electric eye zoom cmaera. Sheet. © 4Jan65; KK185805.
Save 25% on rayon and wool reversible oval rugs; Sunbeam cleaners. Sheet. © 1Mar65; KK186994.
Your passport to sound from the world around, 15 transistor ... powerhouse; 60 piece Cannon towel and bedding ensemble. Sheet. © 1Mar65; KK186995.

ALLEN ORGAN CO. ©
The Allen of great concerts is professionally the finest. (In Your church, Mar.-Apr. 1965, p.3) Appl. author: N. W. Ayer & Son, Inc. © 26Feb65; KK186184.
If you want an organ, sooner or later you'll want an Allan. (In House & garden, May 1965, p.1) Appl. author: N. W. Ayer & Son, Inc. © 17Apr65; KK188750.
A recent survey of professional church organists asked, which make of electronic organ do you believe has the best overall tone? (In United church herald, Apr. 15, 1965, p.37) Appl. author: N. W. Ayer & Son, Inc. © 15Apr65; KK187465.
A recent survey of professional organists asked, do you believe overall tone quality is the most important characteristic of an organ? (In Christianity today, May 21, 1965, p.21) Appl. author: N. W. Ayer & Son, Inc. © 12May65; KK187776.
Repeat offer on demonstration record; the sound of an Allen organ. (In The American organist, Feb. 1965, p.19) Appl. author: N. W. Ayer & Son, Inc. © 1Feb65; KK185327.
A single note distinguishes the Allen from all other electronic organs. (In The American organist, May 1965, p.2 of cover) Appl. author: N. W. Ayer & Son, Inc. © 1May65; KK187573.
Theatre compact; thrilling theatre sound in Allen's small home console. (In Harper's magazine, Nov. 1964, p.113) Appl. author: N. W. Ayer & Son, Inc. © 26Oct64; KK184967.
Wait till Frances Miller sees this ad. (In House beautiful, Dec. 1964, p.45) Appl. author: N. W. Ayer & Son, Inc. © 19Nov64; KK185034.
What can an Allen electronic harpsichord do for a busy organist? (In American organist, Jan. 1965, p.2) Appl. author: N. W. Ayer & Son, Inc. © 1Jan65; KK185032.
What's made this instrument a great success for the last 10 years; TC-1 (formerly C-1) (In The American organist, June 1965, p.15) Appl. author: N. W. Ayer & Son, Inc. © 1Jun65; KK188481.
Which make of electronic organ do you believe has the best overall tone? (In National Jewish post & opinion, Mar, 26, 1965, p.9) Appl. author: N. W. Ayer & Son, Inc. © 26Mar65; KK186963.

ALLIGATOR CO. ©
Alligator; detach here, fill in identification tag. Card. © 31Mar65; KK187629.

ALL-O-MATIC MANUFACTURING CORP. ©
Buick Dinaflow 1948-1963 replaces broken link on reverse band. Sheet. (Bulletin no.139A) © 18Mar65; KK186750.

ALTNOW, GEORGE GUSTAV.
Pacific Wire-Grams. See PACIFIC WIRE WORKS CO.

AMERICAN ANGUS ASSN. ©
Angus bulls increase your earning power. (In Western livestock journal, Jan. 1965, p.27) © 1Jan65; KK185321.
Angus bulls increase your earning power; Angus cows have less calving trouble. (In The Drovers journal, Jan. 5, 1965, p.14) NM: additions. © 5Jan65; KK185322.
Angus cows boost your earning power. (In The Aberdeen-Angus journal, Mar. 1965, p.57) © 4Mar65; KK188603.
Angus cows boost your earning power; Angus steers top markets 84% of the time. (In The Drovers journal, May 7, 1965, p.11) © 7May65; KK188604.

AMERICAN BAKERIES CO. ©
New, Taystee brings you the perfect package. (In Columbus evening dispatch, Mar. 25, 1965, p.8B) Appl. author: J. Walter Thompson Co. © 25Mar65; KK188265.
A slice of news, only one slice of Merita bread has as much protein as a strip of bacon. (In Jacksonville journal, Jan. 27, 1965, p.14) Appl. author: J. Walter Thompson Co. © 27Jan65; KK188263.

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A slice of news, only one slice of Tasty bread has as much protein as a strip of bacon. (In Chronicle, Detroit, Jan. 23, 1965, section C, p.10) Appl. author: J. Walter Thompson Co. © 23Jan65; KK188262.

What does Taystee white bread have that others don't? (In Newark evening news, Feb. 24, 1965, p.8) Appl. author: J. Walter Thompson Co. © 24Feb65; KK188261.

Who says white breads are all alike? Taystee. (In Newark evening news, Jan. 27, 1965, p.24) Appl. author: J. Walter Thompson Co. © 27Jan65; KK188264.

AMERICAN BIRD FOOD MANUFACTURING CORP.
3 Vees wafer goldfish food; no.602; net wt 1/4 oz. avoir. On folding carton. © American Bird Food Manufacturing Corp., division of American Shell Products, Inc.; 5Oct64; KK187363.

AMERICAN CAN CO. DIXIE CUP DIVISION. ©
Easter design; no.2182. On cup. © 21Jan65; KK185234.

AMERICAN CAN CO. MARATHON. See MARATHON.

AMERICAN DAIRY QUEEN CORP.
Brazier sauce; net wt. 9 lbs. Sticker. Appl. author: Campbell-Mithun Advertising Agency. © American Dairy Queen Corp. (in notice: American Dairy Queen); 13Jun63; KK187620.

AMERICAN DESK MANUFACTURING CO. ©
Auditorium & stadium seating. 11 p. © 15Jun64; KK184833.
Chalkboard/Tackboard Division, American Desk Manufacturing Co., Temple, Texas. 15 p. © 6Nov63; KK184834.

AMERICAN MUTUAL LIABILITY INSURANCE CO. ©
American Mutual helped us cut workmen's compensation costs 33⅓%. [Endorsed by M. F. Korn] (In Business week, Jan. 2, 1965, p.21) © 2Jan65; KK185391.

American Mutual sure helped us put the brakes on insurance costs. [Endorsed by George Vigeant] (In Business week, Feb. 27, 1965, p.41) © 26Feb65; KK187837.

Building a bridge above a buzz saw. (In Engineering news-record, Apr. 15, 1965, p.32-33) © 13Apr65; KK187386.

46%, that's what American Mutual teamwork helps us save on workmen's compensation. [Endorsed by Albert F. Goetze, Jr.] (In Business week, Mar. 27, 1965, p.33) © 26Mar65; KK187387.

Thanks to American Mutual's experts, we're saving plenty on our workmen's compensation costs. [Endorsed by Donivan F. McCully] (In Business week, Jan. 30, 1965, p.35) © 29Jan65; KK185392.

Whenever we called, American Mutual was here within an hour, that's what I call service. [Endorsed by O. Richard Lundgren] (In Engineering news-record, Feb. 4, 1965, p.32-33) © 2Feb65; KK185814.

AMERICAN RADIATOR & STANDARD SANITARY CORP. ©
This is American-Standard; this is the new GPR. (In U. S. news & world report) © 8Oct62; KK187679.

AMERICAN SAFETY RAZOR CO. ©
Start counting; Personna stainless steel. (In World tennis, Mar. 1965, p.5) Appl. author: Benton & Bowles, Inc. © 27Feb65; KK187123.

AMERICAN SAINT GOBAIN. ©
ASG makes flat glass like the glass in this phone booth; only flat glass like the glass in this skyscraper. Sheet. © 25Feb65; KK186897.

Creative ideas in glass, a two level reception area. Sheet. © 25Feb65; KK186898.

Creative ideas in glass, free form panels of glass set doors and walls aglow. Sheet. © 31Mar65; KK187513.

A majestic new arts center set against the mountains aglow with glass by ASG. Folder. © 25Feb65; KK186896.

This Chicago apartment building will be completed next June, it will contain 324 units ... glazed with ASG glass throughout. Folder. © 25Feb65; KK186899.

This 700 pupil Connecticut school will be completed this summer ... it will be glazed with ASG glass throughout. Sheet. © 31Mar65; KK187512.

AMERICAN SAINT GOBAIN CORP.
ASG makes flat glass like the glass in this mirror. Sheet. © American Saint Gobain; 30Jun65; KK188760.

ASG makes flat glass like the glass in this window. Sheet. © American Saint Gobain; 29Apr65; KK188422.

Announcing a totally new type of patterned glass for architectural and decorative glazing; pinstripe. Folder. © American Saint Gobain; 30Jun65; KK188762.

Creative ideas in glass: ASG's new pinstripe glass forms ribbons of light in ceiling and walls. Sheet. © American Saint Gobain; 30Jun65; KK188761.

The exciting new concept in patterned glass from ASG; here is pinstripe. Folder. © American Saint Gobain; 28May65; KK188420.

Two homes, arched, elegant and walled with Starlux plate glass. Folder. © American Saint Gobain; 29Apr65; KK188421.

What's new, only the brightest, most exciting idea in patterned glass, pinstripe. Folder. © American Saint Gobain; 26May65; KK188419.

AMERICAN SHELL PRODUCTS, INC. AMERICAN BIRD FOOD MANUFACTURING CORP. See AMERICAN BIRD FOOD MANUFACTURING CORP.

AMERICAN STERLIZER CO. ©
Amsco external solution preparation facility. Sheet. Appl. author: Gordon S. Altman. © 1Feb65; KK186159.

AMERICAN TOBACCO CO. ©
All I said was, show me a filter that delivers the taste and I'll eat my hat; Lucky Strike. Fedora hat. (In New York herald tribune, Mar. 17, 1965, p.31) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Mar65; KK187349.

All I said was, show me a filter that delivers the taste and I'll eat my hat; Lucky Strike. Fireman's hat. (In New York world telegram & sun, Mar. 30, 1965, p.13) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Mar65; KK187344.

All I said was, show me a filter that delivers the taste and I'll eat my hat; Lucky Strike. Officer's hat. (In New York herald tribune, Mar. 15, 1965, p.29) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Mar65; KK187347.

All I said was, show me a filter that delivers the taste and I'll eat my hat; Lucky Strike. Straw hat. (In New York herald tribune, Mar. 17, 1965, p.12) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Mar65; KK187348.

All I said was show me a filter that really delivers taste and I'll eat my hat; Lucky Strike. Woman's hat. (In Atlantic City press, May 24, 1965) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24May65; KK188766.

All I said was show me a filter that really delivers taste and I'll eat my hat; Lucky Strike. Woman's hat. (In New York herald tribune, May 24, 1965, p.9) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24May65; KK188767.

All I said was, show me just one filter that won't take away the taste and I'll eat my hat; Lucky Strike. Fedora hat. (In Daily news, New York, Mar. 15, 1965, p.53) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Mar65; KK187341.

All I said was, show me just one filter that won't take away the taste and I'll eat my hat; Lucky Strike. Straw hat. (In Daily news, New York, Mar. 17, 1965, p.111) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Mar65; KK187342.

All I said was, show me just one filter that won't take away the taste and I'll eat my hat; new Lucky Strike filters. [Man wearing straw hat & smoking cigarette] (In The Indianpolis star, Sept. 16, 1964, p.16) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Sep64; KK185819.

Believe you me, this could only be Bermuda; filter cigarettes. (In Arizona days and ways magazine, May 16, 1965, p.45) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 16May65; KK187965.

Couple of fellows said, show me a filter that really delivers taste and I'll eat my hat; Lucky Strike. [Endorsed by L. A. Speed Riggs] (In Daily news, New York, Apr. 12, 1965, p.53) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Apr65; KK187340.

Couple of fellows said show me a filter that really delivers taste and I'll eat my hat; Lucky Strike. [Endorsed by L. A. Speed Riggs] (In The Saturday evening post, May 22, 1965, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11May65; KK188772.

The day Harry B. called the MAP man. (In Chain store age, May 1965, p.107) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3May65; KK188765.

Discover new Tipton, the cigar that tastes extra light. (In Newsweek, Mar. 22, 1965, p.52) Appl. author: Gardner Advertising Co., Inc. © 22Mar65; KK187230.

Enjoy a long cigarette that's long on flavor; Pall Mall. (In Playboy, May 1965, p.20) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 15Apr65; KK187522.

Great new taste, pipe tobacco in a filter cigarette; Half and Half. (In TV guide, Jan. 9-15, 1965, p.3) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 9Jan65; KK188835.

Happy new year. Title transliterated. (In Jewish daily forward, Sept. 4, 1964) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Sep64; KK187085.

Hats off to a great new filter cigarette; Lucky Strike. (In The Tobacco jobber, Feb. 1965, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Feb65; KK187346.

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AMERICAN TOBACCO CO.-Con.

Henry Yaris, now you can come home; Lucky Strike filters. (In The Wichita eagle, June 2, 1965) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Jun65; KK188773.

Just enough; Montclair menthol cigarettes. (In Ebony, Feb. 1965, p.11) Appl. author: Gardner Advertising Co., Inc. © 1Feb65; KK186793.

Just enough; Montclair menthol cigarettes. (In Ebony, Apr. 1965, p.59) Appl. author: Gardner Advertising Co., Inc. © 1Apr65; KK187521.

Just enough; Montclair menthol cigarettes. (In Redbook, Feb. 1965, p.31) Appl. author: Gardner Advertising Co., Inc. © 1Feb65; KK186808.

Just enough; Montclair menthol cigarettes. (In Time, Apr. 2, 1965, p.43) Appl. author: Gardner Advertising Co., Inc. © 2Apr65; KK187228.

Just enough; Montclair menthol cigarettes. [Man] (In Life, Jan. 22, 1965, p.10) Appl. author: Gardner Advertising Co., Inc. © 22Jan65; KK187644.

Just enough; Montclair menthol cigarettes. [Woman] (In Life, Feb. 19, 1965, p.98) Appl. author: Gardner Advertising Co., Inc. © 19Feb65; KK187643.

Just enough; Montclair menthol cigarettes. [Woman's face] (In Redbook, May 1965, p.125) Appl. author: Gardner Advertising Co., Inc. © 1May65; KK188148.

Just enough in every puff; Montclair modern cigarettes. (In San Francisco, Sept. 21, 1964, p.10) Appl. author: Gardner Advertising Co., Inc. © 21Sep64; KK186987.

If you're interested in profits ... you'll definitely be interested in MAP, modern American planning; Pall Mall. (In Drug topics, Aug. 24, 1964, p.61) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Aug64; KK185817.

I'm particular; all together, now; Pall Mall. (In TV guide, May 15-21, 1965, p.3) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 12May65; KK187780.

I'm particular; declare yourself. Pall Mall, famous cigarettes. (In Playboy, Mar. 1965, p.16) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 11Feb65; KK185598.

I'm particular; stand up and be counted; Pall Mall famous cigarettes. (In The Saturday evening post, Mar. 13, 1965, p.42-43) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 2Mar65; KK186136.

I'm particular; you see them everywhere; Pall Mall famous cigarettes. (In The Saturday evening post, Apr. 10, 1965, p.81) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 30Mar65; KK186973.

I'm particular, naturally; Pall Mall, famous cigarettes. (In U. S. news & world report, Feb. 1, 1965, p.28) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 25Jan65; KK185320.

Introducing new Tipton, the cigar that tastes extra light. (In Time, Feb. 19, 1965, p.1) Appl. author: Gardner Advertising Co., Inc. © 19Feb65; KK187190.

Introducing smoking on-the-rocks; Pinnacle menthol cigarettes. (In Texas magazine (Houston chronicle) Apr. 11, 1965, p.11) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 11Apr65; KK187966.

Keep your eye on the profit columns. (In Vend, Mar. 15, 1965, p.179) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Mar65; KK187339.

Look again; Carlton. (In Newsweek, Sept. 14, 1964, p.43) Appl. author: Gardner Advertising Co., Inc. NM: additions. © 14Sep64; KK185363.

The man that menthol forgot; Brighton. (In The Atlanta journal and constitution magazine, Apr. 11, 1965, p.15) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Apr65; KK187870.

My name is Speck Henderson; Tareyton. (In Exchange & commissary news, May 1965, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3May65; KK188764.

New Lucky Strike filters put back the taste others take away. (In New York herald tribune, Mar. 15, 1965, p.22) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Mar65; KK187352.

Pall Mall packs particular taste. (In Playboy, June 1965, p.85) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 17May65; KK188125.

The payoff; Lucky Strike cigarettes. (In Look, Oct. 20, 1964, p.48) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Oct64; KK184956.

Quality; Pall Mall famous cigarettes. (In Chicago Stadium review) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Dec64; KK185444.

Show me a filter that really delivers taste and I'll eat my hat; Lucky Strike. Fedora hat. (In The New York times, June 23, 1965) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Jun65; KK188770.

Show me a filter that really delivers taste and I'll eat my hat; Lucky Strike. Straw hat. (In The New York times, June 9, 1965) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Jun65; KK188769.

Show me a filter that really delivers taste and I'll eat my hat; Lucky Strike. Western hat. (In The New York times, June 21, 1965, p.22) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Jun65; KK188771.

Show me a filter that really delivers taste and I'll eat my hat; Lucky Strike. Woman's hat. (In The New York times, June 7, 1965, p.34) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Jun65; KK188768.

Show me just one filter that won't take away the taste and I'll eat my hat; Lucky Strike. (In Daily news, New York, Mar. 8, 1965) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Mar65; KK187351.

Show me just one filter that won't take away the taste and I'll eat my hat; Lucky Strike. (In Daily news, New York, Mar. 22, 1965, p.52) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Mar65; KK187343.

Show me just one filter that won't take away the taste and I'll eat my hat; Lucky Strike. (In New sentinel, Lodi, Calif., Feb. 3, 1965) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Feb65; KK187329.

Show me just one filter that won't take away the taste and I'll eat my hat; you get unchanged Lucky Strike's famous fine toabacco blend. [Straw hat] (In The Wichita eagle, Sept. 9, 1964, p.14B) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Sep64; KK185818.

Some empty shelves are worth plenty; Pall Mall. (In Chain store age, supermarket managers ed., Mar. 1965, p.31) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Feb65; KK187428.

Speed Riggs, famous tobacco auctioneer recommends new Lucky Strike filters. (In New York herald tribune, Mar. 29 1965, p.11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Mar65; KK187350.

Take a turn for the best; I'm particular; Pall Mall. (In The Saturday evening post, May 8, 1965, p.50-51) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 27Apr65; KK187579.

Us Tareyton smokers would rather fight than switch. (In Ebony, Dec. 1964, p.47) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Nov64; KK184857.

Us Tareyton smokers would rather fight than switch. (In Playboy, Jan. 1965, p.75) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Dec64; KK184858.

Vince Puccio, now you can come home; Lucky Strike. (In The Wichita. Kansas beacon, June 2, 1965) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Jun65; KK188763.

What I said was, show me just one filter that won't take away the taste and I'll eat my hat; new Lucky Strike filters. (In TV guide, Feb.13-19, 1965, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Feb65; KK187345.

What I said was, show me just one filter that won't take away the taste and I'll eat my hat; new Lucky Strike filters. Fireman's hat. (In The Saturday evening post, Apr. 10, 1965, p.22) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Mar65; KK187330.

The word is light, the cigarette is Carlton. [Man] (In Life, Jan. 15, 1965, p.72) Appl. author: Gardner Advertising Co., Inc. © 15Jan65; KK187645.

The word is light, the cigarette is Carlton. [Woman] (In Ladies' home journal, Mar. 1965, p.103) Appl. author: Gardner Advertising Co., Inc. © 1Mar65; KK187646.

AMERICAN TOY & FURNITURE CO., INC. ©

Our presidents; woodburning; model no.94C. On wrapper. (Classic series) Appl. author: Gerald M. Rapaport. © 10Mar65; KK187511.

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The Fess Parker jigsaw puzzle; from the Daniel Boone T.V. show; 4573-1. M. Bradley Co. On wrapper. © 30Dec64; KK188554.

The Fess Parker jigsaw puzzle; from the Daniel Boone T.V. show; 4573-2. M. Bradley Co. On wrapper. © 30Dec64; KK188555.

The Fess Parker junior jigsaw puzzle; from the Daniel Boone T.V. show; 4828-1. M. Bradley Co. On wrapper. © 30Dec64; KK188569.

The Fess Parker junior jigsaw puzzle; from the Daniel Boone T.V. show; 4828-2. M. Bradley Co. On wrapper. © 30Dec64; KK188570.

The Fess Parker trail blazers game; from the Daniel Boone T.V. show; 4528. M. Bradley Co. On wrapper. © 30Dec64; KK188544.

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Why the A. U. L. man stands tall. (In Fortune, Jan. 1965, p.78) © 1Jan65; KK185778.

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Everyday favorite, holiday style; bourbon. (In Casper morning star, Nov. 18, 1964, p.11) Appl. author: Otto Kleppner. © 18Nov64; KK184866.
$500.00 in prizes awarded each month, how an old map puts you on the road to new fish. (In Sports afield, May 1965, p.13) Appl. author: Otto Kleppner. © 1May65; KK188428.
Here's a prize winning fishing tip; here's another winning tip, Ancient Age. (In Fishing & hunting news, Mar. 27, 1965, p.8) Appl. author: Otto Kleppner. © 27Mar65; KK188282.
How a little nail polish adds luster to your fishing; sports idea contest. (In Sports afield, Mar. 1965, p.13) Appl. author: Otto Kleppner. © 1Mar65; KK187572.
How an old projector shows the way to good fishing; sports idea contest. (In Sports afield, Apr. 1965, p.15) Appl. author: Otto Kleppner. © 1Apr65; KK188320.
How cold feet can give you a hot hand; sports idea contest. (In Sports afield, Dec. 1964, p.9) Appl. author: Otto Kleppner. © 1Dec64; KK184856.
How to cast Rover in a retriever's role; sports idea contest. (In Sports afield, Feb. 1965, p.13) Appl. author: Otto Kleppner. © 1Feb65; KK187457.
If you can find a better bourbon, buy it; Ancient Age. (In The Miami herald, Apr. 27, 1965, p.11-A) Appl. author: Otto Kleppner. © 27Apr65; KK188666.
If you can give a better bourbon, give it. [Girl holding box & bottle] (In The Washington post, Nov. 20, 1964, p.A14) Appl. author: Otto Kleppner. © 20Nov64; KK184959.
Know your bourbon facts backwards and forwards. (In Hotel management review, Feb. 1965, p.6) Appl. author: Otto Kleppner. © 1Feb65; KK187571.
Plenty on the ball, if you can find a better bourbon, buy it. (In Baltimore news American, Apr. 8, 1965, p.7-D) Appl. author: Otto Kleppner. © 8Apr65; KK188430.
Return of a proven success; if you can find a better profit bourbon, buy it. (In Beverage industry news, San Francisco, Mar. 1, 1965, p.5) Appl. author: Otto Kleppner. © 1Mar65; KK187879.
Top of the holidays to you. (In New Jersey beverage journal, Nov. 1964, p.97-100) Appl. author: Schenley Industries, Inc. © Ancient Age Distilling Co. & I. W. Harper Distilling Co.; 1Nov64; KK188030.
Triple A, ancient, Ancient age, 10 years old. (In Michigan beverage news, Dec. 7, 1964, p.7) Appl. author: Otto Kleppner. © 7Dec64; KK185288.

ANDERSON, CHARLES H. ©
Topsy Turby, Oriental turbans that are unique and different. (In Scottsdale daily progress, Apr. 3, 1965, p.2) © 3Apr65; KK186901.

ANDERSON, CLAYTON & CO. ©
Wow, homogenized creamy Italian; Seven Seas salad dressing. (In The Blade, Toledo, Nov. 18, 1964, p.46) Appl. author: Benton & Bowles, Inc. © 18Nov64; KK185154.

ANDERSON CO. ©
ANCO windshield washer anti-freeze. Sheet. © 15Jul64; KK186304.
ANCO windshield washer anti-freeze bonus. Slip. © 15Jul64; KK186306.
Certificate in this envelope gets you sales promotional package of ANCO blades, arms, and refills. © 8Nov64; KK186303.
Get there sooner, safer, with fresh, new ANCO windshield wiper blades, arms, and refills. Sticker. © 20Jan65; KK186312.
New ANCO windshield washer anti-freeze. Sheet. © 30Jun64; KK186305.
New ANCO windshield washer anti-freeze for all windshield washers. Card. © 15Jul64; KK186307.
New ANCO windshield wiper service center one, stock no.1020. Sheet. © 8Nov64; KK186311.
New ANCO windshield wiper service center pulls new customers, new profits, in to your pumps. Sheet. © 8Nov64; KK186308.
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ANELLO, JOSEPH. See MA'S GAGS & GADGETS.

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A-H Emery Emerundum produces everlasting concrete floors. Folder. Appl. author: Mortimer W. Meyer. © 15Apr64; KK185469.
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Bubble-Up aquarium filter. On folding carton. © 23Dec64; KK185816.

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Cherie fashion jewelry; exquisite charm pins. Card. Appl. author: Herbert D. Drell. © 5Nov64; KK185255.

AR-EX PRODUCTS CO. ©
Choose your most flattering shades; hypo-allergenic cosmetics. Folder. Appl. author: J. B. Kahn. © 1Apr65; KK186888.

ARIZONA AEROSOL CORP. ©
Iron Klad gun conditioner; net weight 6 ounces. On wrapper. © 11Jan65; KK187527.
Iron Klad screw loose; net weight 12 ounces. On wrapper. © 13Apr65; KK187406.

ARNOLD BAKERS, INC. ©
All butter stollen; net weight 1 lb. On folding carton. © 18Nov64; KK185038.
New England cranberry-pecan fruit cake; net weight one pound. On folding carton. © 3Nov64; KK185036.
Pfeffer pops, an old world holiday treat; net wt. 8 ozs. On bag. © 18Nov64; KK185037.
Protean white; net weight 1 lb. On wrapper. © 5Apr65; KK187242.

ART-MOLD PRODUCTS CO. See ACTION LINE.

ARTOE (LEE) CARBON CO. ©
Kleankit for Coldlite; special cleaning instructions for front surface dichroic reflectors. Sheet. Appl. author: Lee Artoe. © 1Feb65; KK185582.

ARTS OF LA JOLLA, INC. ©
The original and only figurine lamp kit; make it and paint it yourself by numbers. Folder. © 30Jan65; KK187302.
The original Handies, engineered and designed by Arts of La Jolla. On folding carton. © 12Dec64; KK186249.
Practical and useful figurine Ceramic-Bisq-It-Kit; paint it yourself by numbers. Sheet. © 30Jan65; KK187301.

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Building boosters. Sheet. Appl. author: Peter Van Thein. © 15Jan64; KK186210.
Carpet facts. Sheet. Appl. author: Peter Van Thein. © 15Jan63; KK186209.
Jewelry classics. Sheet. Appl. author: Peter Van Thein. © 15May64; KK186207.
One woman tells another. Sheet. Appl. author: Peter Van Thein. © 15Jan64; KK186208.

ASSOCIATED SAVER CLUBS, INC. ©
1000 stamps. 1 vol. Appl. author: Richard F. Laga. © 8Mar65; KK188743.

ATLANTIC-PACIFIC MANUFACTURING CORP. ©
Marine life saving equipment; 1965 catalog. 12 p. Appl. authors: Atlantic-Pacific Mfg. Corp. & Hy Eleew. © 22Dec64; KK187471.

ATLANTIC REFINING CO. ©
'65 Atlantic car conditioning service charts. 1 v. © 1Feb65; KK187630.

ATLAS MINERAL PRODUCTS DIVISION, ELECTRIC STORAGE BATTERY CO. See ELECTRIC STORAGE BATTERY CO. ATLAS MINERAL PRODUCTS DIVISION.

AURORA PLASTICS CORP. ©
Customizing monster kit; kit no.463-98. (Customizing the monsters) On wrapper. © 31Jan64 (in notice: 1963); KK185222.
Customizing monster kit, featuring the vulture & a mad dog; kit no.464-98. On wrapper. © 13Mar64 (in notice: 1963); KK185221.

AUSTIN, NICHOLS & CO., INC. ©
As long as you're up get me a Grant's. [Girl seated on beach] (In Harper's magazine, May 1964, p.109) © 30Apr64; KK185120.
As long as you're up get me a Grant's. [Man seated in chair & dog lying on rug] (In FM music program guide, Sept. 1964, p.2 of cover) © 21Aug64; KK185118.
As long as you're up get me a Grant's. [Man wearing knickers, seated on board high above mountains] (In Harper's magazine, Nov. 1964, p.126) © 29Oct64; KK185119.
As long as you're up, get me a Grant's, I go for that 8 year old Scotch. [Man seated in chair] (In Amsterdam news, Apr. 3, 1965, p.51) © 1Apr65; KK188275.

AUTHORIZED HEARING AID CENTERS, INC. ©
Do-it-yourself hearing test. Folder. Appl. author: J. B. Chadwell. NM: additions. © 22Jan65; KK185501.

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Agreement of 4,000 mile engine service guarantee. Folder. © 25Oct64; KK185762.
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AUTOMOTIVE ENGINEERING CO.-Con.
Agreement of 50,000 mile engine service guarantee. Folder. © 25Oct64; KK185765.
$10,000 bank certified guarantee, 18,000 mile engine service agreement. Folder. © 25Oct64; KK185764.
$10,000 bank certified guarantee, 50,000 mile engine service agreement. Folder. © 25Oct64; KK185767.

AUTOMOTIVE ENGINEERING CORP. ©
$10,000 bank certified guarantee, 4,000 mile engine service agreement. Folder. © 25Oct64; KK185766.

AVIATION SURPLUS, INC. ©
Now you can get big bargains in U. S. Gov't surplus. (In The New York times, Jan. 10, 1965, p.S17) Appl. author: Karl Ort. © 10Jan65; KK185780.
Now you can get big bargains in U. S. Government surplus. (In The New York times, Feb. 28, 1965, p.S21) Appl. author: Earl Ort. © 28Feb65; KK186161.
Now you can get big Jeep bargains in U. S. Government surplus. (In Des Moines register, Feb. 28, 1965, p.20F) Appl. author: Karl Ort. © A. S., Inc. a.a.d.o. Aviation Surplus, Inc.; 28Feb65; KK187299.

AVIS, INC. ©
Avis figures a car is good for 20,000 miles. (In Time, June 18, 1965, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 16Jun65; KK188723.
Avis is looking for a young man who sees beyond fringe benefits and an early membership in a golf club; we're still no.2 in rent a cars. (In The New York times, Sept. 14, 1964, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 14Sep64; KK184927.
Avis is only no.2 in rent a cars, when you call, we jump. (In The New York times, Mar. 14, 1965, p.XX35) Appl. author: Doyle Dane Bernbach, Inc. © 14Mar65; KK186798.
Avis plays conventions. (In World convention dates, Mar. 1965, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 27Feb65; KK187517.
Avis still believes in the American dream. Illus.: Carry yer bag, mum? From a Horatio Alger story, ca. 1895. (In The New York times, May 10, 1965, p.24-L) Appl. author: Doyle Dane Bernbach, Inc. © 10May65; KK188135.
Call a nice Avis girl before you go out of town. (In The New York times, Feb. 14, 1965, section 10, p.XX33) Appl. author: Doyle Dane Bernbach, Inc. © 14Feb65; KK185950.
Does Avis turn back the odometers? (In The New York times, Feb. 8, 1965, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 8Feb65; KK187592.
Drive an Avis car through Europe, 21 days, $99. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 3Nov64; KK184935.
There is no Avis office in Moscow, but we're working on it. (In The New York times, Jan. 25, 1965, p.L-9) Appl. author: Doyle Dane Bernbach, Inc. © 25Jan65; KK185949.

AVON PRODUCTS, INC. ©
New perfumed skin softener brings silky smoothness to those dry skin areas. (In The Progressive farmer, Mar. 1965, p.112) Appl. author: Monroe F. Dreher, Inc. © 15Feb65; KK186859.
Night & day, apply those Avon skin care exclusives for a constantly lovelier skin. (In Redbook, Feb. 1965, p.3 of cover) Appl. author: Monroe F. Dreher, Inc. © 21Jan65; KK186860.
Romantic new fashion lipstick sparkles with color. (In Good housekeeping, Apr. 1965, p.167) Appl. author: Monroe F. Dreher, Inc. © 18Mar65; KK186861.

B

B & K ENTERPRISES, INC. ©
Rrr-roaring u-control flying jet; no.1000. Card. Appl. author: James Mayhew. © 15Nov64; KK187904.
Thunderbird; Thunderbird, Jr.; rrr-roaring u-control flying jet. Sheet. Appl. author: James Mayhew. © 15Nov64; KK187903.

B. T. G. ASSOCIATES, INC. ©
Nu-Life no rubbing cleaner for aluminum and chrome; net contents 6 fl. oz. On wrapper. © 1May65; KK187964.
Renu no rubbing cleaner for aluminum and chrome; net contents 6 fluid ozs. On wrapper. NM: revision. © 15Dec64; KK185883.

BACARDI IMPORTS, INC. ©
Ahora, canecas, 1/2 pintas, de Bacardi liqueur. (In El Diario-la prensa, Dec. 29, 1964, p.12) Appl. author: Ross Roy, Inc. © 29Dec64; KK185086.
Another couple making the discovery. (In Ebony, Apr. 1965, p.97) Appl. author: Ross Roy, Inc. © 19Mar65; KK187575.
Bacardi devils; drink Bacardi, enjoyable always and all ways; Puerto Rican rum. (In Playboy, Mar. 1965, p.29-30) Appl. author: Ross Roy, Inc. © 8Feb65; KK185389.
The Bacardi party is complete; put on the music; Puerto Rican rum. (In Playboy, May 1965, p.47) Appl. author: Ross Roy, Inc. © 15Apr65; KK187248.
Drinkmates; Bacardi rum 'n cola. (In The Miami news, Jan. 15, 1965, p.9A) Appl. author: Ross Roy, Inc. © 15Jan65; KK185783.
Drinkmates; eureka, Bacardi 'n tonic is discovered as a change for the best; Puerto Rican rum. (In Amsterdam news, Brooklyn ed., Mar. 13, 1965, p.26) Appl. author: Ross Roy, Inc. © 12Mar65; KK188286.
Drinkmates; here's a tip on the winning combination for perfect daiquiris. (In The New York times, Mar. 12, 1965, p.11) Appl. author: Ross Roy, Inc. © 11Mar65; KK186472.
Drinkmates; put 'em together and you've got a Bacardi party. (In The Miami news, Jan. 22, 1964, p.8A) Appl. author: Ross Roy, Inc. © 22Jan65; KK185396.
Drinkmates, rum in a highball, read on. (In New York herald tribune, Mar. 26, 1965, p.19) Appl. author: Ross Roy, Inc. © 25Mar65; KK188789.
Drinkmates; try a Bacardi drinkmate; rum 'n Coke. (In The Miami news, Jan. 29, 1965, p.4A) Appl. author: Ross Roy, Inc. © 29Jan65; KK186746.
Free Bacardi party kit; all you need is some Bacardi rum. (In The Miami herald, Jan. 8, 1965, p.5-B) Appl. author: Ross Roy, Inc. © 8Jan65; KK185087.
Had a Bacardi party yet? Puerto Rican rum. (In Life, Jan. 22, 1965, p.R5) Appl. author: Ross Roy, Inc. © 18Jan65; KK185136.
More and more of us Clevelanders are buying robust, high proof 151 rum. (In The Call & post, Cleveland, Mar. 27, 1965, p.11B) Appl. author: Ross Roy, Inc. © 26Mar65; KK187065.
Now you can buy smooth, robust Bacardi 151 rum for exotic drinks & gourmet cooking. (In The Plain dealer, Cleveland, Feb. 26, 1965, p.6) Appl. author: Ross Roy, Inc. © 25Feb65; KK186748.
Pleasure discovery; Bacardi rum is not just for daiquiris. (In Ebony, May 1965, p.135) Appl. author: Ross Roy, Inc. © 16Apr65; KK187601.
Silver label; amber label; Puerto Rican rum. (In Richmond times-dispatch, Feb. 5, 1965, p.7) Appl. author: Ross Roy, Inc. © 5Feb65; KK186803.
There are two important things about Colorado. (In Beverage analyst, Colorado ed., May 1964, p.21) Appl. author: Ross Roy, Inc. © 5May64; KK182176.
There's a bit of the devil in you. (In True, Apr. 1965, p.83) Appl. author: Ross Roy, Inc. © 15Mar65; KK186464.
There's a bit of the sea-dog in you; rum. (In True, Mar. 1965, p.6) Appl. author: Ross Roy, Inc. © 3Feb65; KK185316.
This is how the daiquiri was invented. (In Life, Mar. 19, 1965, p.R10) Appl. author: Ross Roy, Inc. © 16Mar65; KK186551.
Your bartender knows 3 interesting things you may not know about the Bacardi cocktail. (In Life, Feb. 19, 1965, p.R2) Appl. author: Ross Roy, Inc. © 15Feb65; KK185722.
You're looking 4 of the world's most devilish drinks right in the eye; Puerto Rican rum. (In The Miami herald, Feb. 12, 1965, p.22-A) Appl. author: Ross Roy, Inc. © 12Feb65; KK185594.

BACARDI IMPORTS, INC. MALTA HATUEY DIVISION. ©
Gane viajes gratis a Puerto Rico en el gigantesco concurso Malta Hatuey. (In El Diario-la prensa, May 21, 1965, p.11) Appl. author: Ross Roy, Inc. © 21May65; KK188069.

BAGCRAFT CORP. OF AMERICA. ©
Dee-licious treats. Clown design. On bag. © 12May64; KK188796.
Garden bake shop of Glen Oaks. (Garden flower design) On bag. © 11Apr59; KK188797.
Quality baked goods. On bag. © 7Feb52; KK188270.

BAGDASARIAN, ROSS. ©
The Chipmunks sing with children; Alin, Simon and Theodore with David Seville; LRP-3405. Record sleeve. © 24Feb65; KK185727.

BAILEY, EDWIN A. ©
Pay Less invites you to enter their fourth state basketball guessing contest. (In The Journal & courier, Lafayette, Ind., Jan. 25, 1964, p.12) © 25Jan64; KK184975.

BALL BROS. CO., INC. ©
Quilted crystal jelly glasses and screw top jelly jars. (In The Voluntary and cooperative groups magazine, Apr. 1965, p.38) Appl. author: Applegate Advertising Agency, Inc. © 5Apr65; KK187420.

BANCINO FOODS MANUFACTURING CO. ©
Genuine Italian meat ball mix; 9 oz. net weight. On folding carton. Appl. author: Jodi A. Bancino. © 9Mar65; KK188705.

BANK OF AMERICA, NATIONAL TRUST & SAVINGS ASSN., SAN FRANCISCO.
Man-on-the-spot in Beirut. Illus.: Sursock Museum. (In U. S. news & world report) Appl. author: Johnson & Lewis, Inc. © Bank of

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America, National Trust & Savings Assn.; 7Sep64; KK185358.
Man-on-the-spot in Catania. Illus.: Bellini Gardens. (In U. S. news & world report, Nov. 9, 1964, p.20) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 2Nov64; KK185356.
Man-on-the-spot in Frankfurt. Illus.: Eschenheimer Tower. (In U. S. news & world report, Aug. 17, 1964, p.17) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 10Aug64; KK185354.
Man-on-the-spot in Kuala Lumpur. Illus.: Kuala Lumpur Station. (In Business week, Aug. 18, 1962, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings; 18Aug62; KK185117.
Man-on-the-spot in Panama City. Illus.: Avenida Balboa. (In U. S. news & world report, Dec. 7, 1964, p.40) Appl. author: Johnson & Lewis. © Bank of America, National Trust & Savings Assn.; 30Nov64; KK185355.
Man-on-the-spot in Rome; colonnade along the Piazza San Pietro. (In Business week, July 21, 1962, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 21Jul62; KK185069.
Man-on-the-spot in Tokyo. Illus.: Okura Museum. (In U. S. news & world report, Oct. 12, 1964, p.53) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 5Oct64; KK185357.

BANKERS COMMERCIAL LIFE INSURANCE CO. ©
Letter of guarantee. Sheet. © 10Aug64; KK182222.
A truly non-cancellable policy. (Application for hospital and/or medical and surgical policy) Folder. © 10Aug64; KK182220.
A truly non-cancellable policy. (Application for hospital and/or medical and surgical policy) Folder. © 10Aug64; KK182221.

BARNES-HIND OPTHALMIC PRODUCTS.
Barnes-Hind presents new faces for 1965; Hydra-Mat, Titan. Sheet. © Barnes-Hind Opthalmic Products, division of Barnes-Hind Pharmaceuticals, Inc.; 1Mar65 (in notice: 1964); KK188256.
Hydra-Mat & Titan, two exciting new products from the leader in contact lens care; Titan profit deal. Sheet. © Barnes-Hind Ophthalmic Products, division of Barnes-Hind Pharmaceuticals, Inc.; 10ct64; KK188257.
Hydra-Mat Titan product information. Sheet. © Barnes-Hind Ophthalmic Products, division of Barnes-Hind Pharmaceuticals, Inc.; 10ct64; KK188255.
The profession's choice, the patient's choice. Why? Sheet. © Barnes-Hind Ophthalmic Products, division of Barnes-Hind Pharmaceuticals, Inc.; 1Jan65 (in notice: 1964); KK188254.

BARNES-HIND PASNA PRODUCTS.
Pasna tri-pack granules. 1 v. © Barnes-Hind Pasna Products, division of Barnes-Hind Pharmaceuticals, Inc.; 10ct64; KK188258.

BARNES-HIND PHARMACEUTICALS, INC.
BARNES-HIND OPHTHALMIC PRODUCTS. See BARNES-HIND OPHTHALMIC PRODUCTS.

BARNES-HIND PHARMACEUTICALS, INC.
BARNES-HIND PASNA PRODUCTS. See BARNES-HIND PASNA PRODUCTS.

BARTON'S CANDY CORP. ©
Easter Bartonettes chocolate miniatures; 12 oz. net avoir. On wrapper. © 15Mar65; KK186466.

BAZAAR INTERNATIONAL.
An exciting collection of gifts from the four corners of the world. 36 p. © Bazaar International, a division of Lana Lobell, Inc.; 11Sep64; KK185369.

BEALS, MCCARTHY & ROGERS, INC. ©
Tele-punch, Beals, McCarthy & Rogers punched card purchasing by phone opens new era of cost reduction in industry. 1 v. NM: revisions. © 1Nov63 (in notice: 1964); KK184986.

BEAM (JAMES B.) DISTILLING CO. ©
Since when do you drink bourbon? Since I tasted Jim Beam. [Couple seated on porch] (In Holiday, Mar. 1965, p.159) © 9Feb65; KK185476.

BEAR MANUFACTURING CO. ©
Be alive to 65 and the years ahead with Bear. (In Super service station, Feb. 1965, p.10-11) Appl. author: Stevens, Kirkland, Stabelfeldt, Inc. © 10Feb65; KK186760.

BEATRICE FOODS CO. ©
Meadow Gold banana raspberry ripple ice cream; one half gallon liquid. On folding carton. © 1Mar65 (in notice: 1964); KK186535.
Meadow Gold choco mallo twist ice cream; 1/2 gal. liquid. On folding carton. © 1Mar65 (in notice: 1964); KK186536.
Meadow Gold chocolate pecan parfait ice cream; one half gallon liquid. On folding carton. © 1Mar65 (in notice: 1964); KK186540.
Meadow Gold chocolate vanilla ice cream, orange sherbet; 1/2 gal. liquid. On folding carton. © 1Mar65 (in notice: 1964); KK186537.
Meadow Gold strawberry butter pecan ice cream; one half gallon liquid. On folding carton. © 1Mar65 (in notice: 1964); KK186538.
Meadow Gold Super Scoop ice milk product, chocolate; one half gallon liquid. On folding carton. © 1Apr65; KK187257.
Meadow Gold triple treat ice cream; chocolate, vanilla & strawberry; 1 half gallon liquid. On folding carton. © 1Mar65 (in notice: 1964); KK186534.
Meadow Gold wild cherry ice cream; one half gallon liquid. On folding carton. © 1Mar65 (in notice: 1964); KK186539.

BEECHAM PRODUCTS, INC. ©
Before you use this free sample ... please forget what you expect spray deodorants to be like; One Shot is entirely different. Sheet. © 29Mar65; KK188272.

BEISTLE CO. ©
After six favors-for-four, a complete New Year's Eve party assortment for 4 people. On folding carton. © 1Jan65; KK188827.
Bowl 'o fruit centerpiece; 8 decorative pieces. On bag. © 1Jan65; KK188823.
Bride & groom, a wedding party centerpiece. On bag. © 1Jan65; KK188822.
Christmas trim tags. Cutout. © 1Jan65; KK187205.
Fully jointed jolly Santa. (Jointed Santa) Card. © 1Jan65; KK187217.
Halloween decorama; 10 party decorations. On bag. © 1Jan65; KK187223.
Halloween tom cat. (Tom cat centerpiece) On bag. © 1Jan65; KK187222.
Holly leaf Christmas trim. On bag. © 1Jan65; KK187221.
Lucky the jointed leprechaun; 30 inches tall. (Leprechaun header) Folder. © 1Jan65; KK188816.
One bell cluster, trim doors, windows and ceilings. On bag. © 1Jan65; KK188824.
One Easter egg decoration. On bag. © 1Jan65; KK188817.
1 New Year's centerpiece. On bag. © 1Jan65; KK188821.
1 party graduation centerpiece. On bag. © 1Jan65; KK188820.
1 red & silver holiday bell. On bag. © 1Jan65; KK188825.
1 St. Patrick's day leprechaun centerpiece. On bag. © 1Jan65; KK188815.
1 Valentine centerpiece, new artistic dimension. On bag. © 1Jan65; KK188826.
One watering can centerpiece. On bag. © 1Jan65; KK188818.
Pilgram centerpiece. On bag. © 1Jan65; KK187220.
Pineapple centerpiece. On bag. © 1Jan65; KK187219.
Place mates; 6 novel place cards) (Christmas place mates) On bag. © 1Jan65; KK187216.
Santa & sleigh. Card. © 1Jan65; KK187218.
Trim tags. (Christmas trim tags) On bag. © 1Jan65; KK187206.
Westminster bell centerpiece; 1 party decoration. On bag. © 1Jan65; KK188819.

BEL-AIR POOLS, INC. ©
Only at Bel-Air Pools; unequaled at twice the price, Bel-Air's above ground pools. (In The Detroit news pictorial magazine, May 2, 1965, p.31) Appl. author: Michael P. Glime. © 2May65; KK188310.

BELAFONTE ENTERPRISES, INC. ©
Ballads, blues, and boasters; Belafonte; LSP-2953. Record sleeve. © 28Aug64; KK186056.
An evening with Belafonte, Makeba; LSP-3420. Record sleeve. © 21May65; KK188113.

BELFORTE WATCH CO. ©
Belforte watches are the perfect gifts for our friends around the world, says Jerry Lewis. (In Look, Dec. 19, 1961, p.124) © 19Dec61; KK188791.

BELL TELEPHONE LABORATORIES, INC. ©
Experiments with crystals and light; science experiment no.4. On box. © 8Sep64; KK187328.

BELVA LOU ORIGINALS.
Bow tie bib. Folder. © Joseph H. Krizan & Belva Lou Krizan d.b.a. Belva Lou Originals; 200ct64; KK185782.

BENDIX-WESTINGHOUSE AUTOMOTIVE AIR BRAKE CO. ©
This is the original Tru-Cupl hose coupler. On wrapper. Appl. author: C. A. Wachtler. © 9Nov64; KK186211.

BENRUS WATCH CO. ©
You get the matchless standard of built in quality; every Benrus is unconditionally gauranteed. (In: Look, Dec. 19, 1961, p.4) © 19Dec61; KK188790.

BERNARD (B. A.) & CO., INC. ©
Cadillac Frolics; reward your dog with a sugarless chocolate flavored vitaminized treat; net wt. 4 oz. On folding carton. © 8Mar65; KK186902.

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BEST (W. N.) COMBUSTION EQUIPMENT CO., INC. ©
The tiger specifies Best; four Best Calorex roto-cup units fire this tiger's tanker. (In Maritime reporter/engineering news, Jan. 1, 1965, p.18) Appl. author: Maczko-Wehner Advertising. © 1Jan65 (in notice: 1964); KK186784.

BETTER VISION INSTITUTE, NEW YORK.
The Bible calls it the light of the body. (In Life, Feb. 5, 1965, p.64) Appl. author: Doyle Dane Bernbach, Inc. © Better Vision Institute; 2Feb65; KK186474.

BIG KERNEL PET FOODS, INC. ©
Wormer for dogs and puppies; no.701. On folding carton. © 18Jan65; KK186164.

BINGO KING CO., INC. ©
Port-O-Flash, Bingo flash board; 101. Sheet. © 28Oct64; KK185731.

BIRCH, WILLIAM V. See BUNTING, WILLIAM C.

BITTY BITE-SIGHS CO. ©
Dumplings; net wt. 8 oz. On bag. Appl. author: Irving A. Smilo. © 3Mar65; KK186488.

BLACK (KEITH) RACING ENGINES, INC.
Keith Black racing engines. Sheet. © Keith Black whose full corporate name is Keith Black Racing Engines, Inc.; 1Mar65; KK187014.

BOEING CO. AIRPLANE DIVISION. ©
RainBoe, Boeing rain repellent for aircraft windshields; type 3; weight of can when filled approx. 2 lbs. 1 oz. On wrapper. © 13Jul64; KK182267.

BOLIND, INC. ©
Preston labels. Card. © 10Mar65; KK187528.

BOLLENBACHER & KELTON, INC. ©
The secret ingredient is quality; Southwestern College Estates. (In Evening tribune, San Diego, Calif., Apr. 2, 1965, p.B-4) Appl. author: Richard Kelton. © 2Apr65; KK188149.

BORDEAUX, EDMOND S. ©
Elixirs of light. On folding carton. © 15Dec64; KK185498.

BORDEN CO. ©
Candy cow milk chocolate drink mix; net wt.14 oz. On wrapper. © 30Nov64; KK188626.
Evaporated milk; new, easy open can; net wt. 14 1/2 ozs. Gold cow. On wrapper. NM: additions & revision. © 10Oct64; KK184849.
Hemo chocolate flavor vitamin & mineral fortified nutrition booster; net wt. 15 ozs. On wrapper. © 19Feb65 (in notice: 1964); KK186502.
Instant chocolate flavor malted milk; net wt. 15 ozs. On wrapper. © 26Feb65 (in notice: 1964); KK186501.
Instant natural flavor malted milk; net wt. 14 ozs. On wrapper. © 19Feb65 (in notice: 1964); KK186500.
Is there corn sugar in the hypo-allergenic formula you now prescribe? Mull-Soy. Folder. © 17Feb65; KK186499.
Marcelle hypoallergenic cosmetics. Card. © 21Oct64; KK188014.
Mull-Soy liquid hypoallergenic food; net contents 15 1/2 fl. oz. On can. NM: revision. © 4Dec64; KK188644.
Wyler's Dutch chocolate flavored drink mix; net wt. 5-1/2 oz. On bag. © 20May65; KK188645.

BORG-WARNER CORP. ©
Introducing Borg-Warner's favorite test driver, Diana Dors. (In U. S. news & world report, Feb. 15, 1965, p.28-29) © 8Feb65; KK185706.
The liquid hydrogen in this cylinder is eight times as powerful as TNT. How do you pump it? (In U. S. news & world report, Nov. 2, 1964, p.18-19) © 29Oct64; KK184859.
Next time your wife slips into something slinky, think of the great engineers of Borg-Warner. (In U. S. news & world report, Dec. 21, 1964, p.90-91) © 14Dec64; KK184958.
Quiet please, sub getting down to work. (In Newsweek, Oct. 15, 1962, p.45) © 15Oct62; KK185440.
This glop can choke an army whirly-bird. (In U. S. news & world report, Apr. 26, 1965, p.54-55) © 19Apr65; KK187430.
This is nuclear energy 1965, your electric light bill may never be the same again. (In Business week, Jan. 16, 1965, p.88-89) © 16Jan65; KK185282.
This wheel cover won't rust, pit or peel, it will always look like new; it's made of plastic. Cycolac. (In U. S. news & world report, Mar. 8, 1965, p.64-65) © 1Mar65; KK186409.
What this country needs is a good no-scent cigar, or an odor killing air conditioner in every home. (In Newsweek, May 24, 1965, p.86-87) © 17May65; KK188279.

BORG-WARNER CORP. INGERSOLL-HUMPHRYES DIVISION. ©
Showroom plans for Borg-Warner plumbing fixtures. 1 v. © 18Nov64; KK186266.

BOTTO, ANTONY ALAN. See SEMAPHORE RECORDING CO.

BOURNS, INC. ©
The termination that ended the chief cause of potentiometer failure, a typical example of Bourns total value. (In Electronic news, Oct. 12, 1964, p.36-37) © 12Oct64; KK184843.

BOUTIQUE FANTASTIQUE. ©
The great Zoetrope. Card. Appl. author: Mel Birnkrant. NM: revisions & additions. © 1Aug64; KK187165.

BOWIE MACHINE WORKS, INC.
Swif-Lift; Rotorake. Sheet. Appl. author: Ralph W. Beghardt. © Owen A. Meyer & Sigurd J. Andreasen d.b.a. Bowie Machine Works, Inc.; 10Jan65; KK185243.

BRADLEY (MILTON) CO. ©
Bash, a real knockout game; 4543. On wrapper. © 10May65; KK188553.
Bonanza jigsaw puzzle. See NATIONAL BROADCASTING CO., INC.
Bonanza junior jigsaw puzzle. See NATIONAL BROADCASTING CO., INC.
Concentration refills game. See NATIONAL BROADCASTING CO., INC.
Dolly and Daniel Whale game. See ERSKINE (WILLIAM C.) T. V. SALES.
Farm scenes, 2 elementary puzzles with large interlocking pieces; 4307-1. On wrapper. © 11Jan65; KK188535.
Farm scenes, 2 elementary puzzles with large interlocking pieces; 4307-2. On wrapper. © 11Jan65; KK188536.
Farm scenes, 2 elementary puzzles with large interlocking pieces; 4307-3. On wrapper. © 11Jan65; KK188537.
Plastic peg board; no.7615. On wrapper. © 16Dec64; KK188575.
Sugar land, 2 elementary puzzles with large interlocking pieces; 4500-1. On wrapper. © 4Jan65; KK188538.

BRANDY DISTILLERS CO. ©
Coronet VSQ brandy, no.1 brandy in the state (In Ohio tavern news, Mar. 23, 1965, p.14) © 23Mar65; KK188163.
Coronet VSQ brandy smooths any drink in the house. (In Elegant, Jan. 1965, p.1) © 1Jan65; KK188029.
Give Coronet VSQ brandy; royal coronation decanter. (In Ebony, Dec. 1964, p.48) © 1Dec64; KK185287.

BRAUNWORTH, P. L. ©
Bubble top diner; prepared designs ready for sending to your contractors for estimates. Sheet. © 2Jan65; KK185761.

BRECK (JOHN H.) INC. ©
America's Junior Miss, 1964; her name is Linda Felber, the name of her shampoo is Breck. Illus. signed: Ralph William Williams. (In Teen, Aug. 1964, p.200 Appl. author: Young & Rubicam, Inc. © 13Jul64; KK185665.
Another sales bouncing promotion for new bouncing Breck, 12¢ off label 4 oz. size. (In Chain store age, Mar. 1965, p.70) Appl. author: Young & Rubicam, Inc. © 25Feb65; KK187958.
Are you charging 50¢ extra for a Breck shampoo? We aren't really scolding you. (In American hairdresser, Feb. 1965, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 20Jan65; KK187941.
Breck gives you more than just a line. Did you know that Breck makes permanents and body waves, as well as shampoos? (In American hairdresser, Mar. 1965, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 20Feb65; KK187956.
Breck, the only leading shampoo that's not basically a synthetic detergent. Illus. signed: Ralph William Williams. (In McCall's, Oct. 1964, p.69) Appl. author: Young & Rubicam, Inc. © 21Sep64; KK185627.
Free; if there's a faster way to attract people, we haven't found it. (In Exchange & commissary news, June 1964, p.25) Appl. author: Young & Rubicam, Inc. © 1Jun64; KK185622.
Instant conditioning; Protein. (In Moden beauty shop, Aug. 1964, p.85) Appl. author: Young & Rubicam, Inc. © 25Jul64; KK185672.
Just touch and spray; Lady Brilliant, spray hairdressing & conditioner. (In Modern beauty shop, July 1964, p.44) Appl. author: Young & Rubicam, Inc. © 25Jun64; KK185631.
Look who's selling Breck creme rinse for you. (In Supermarket news, Apr. 13, 1964, p.49) Appl. author: Young & Rubicam, Inc. © 13Apr64; KK185664.
New, beautiful hair Breck concentrate shampoo; net weight 4 oz. On folding carton. © 30Jun64; KK186212.
New Breck concentrate shampoo, the only concentrate that lathers fast. (In Chain store age, Sept. 1964, p.41) Appl. author: Young & Rubicam, Inc. © 25Aug64; KK185618.
New Breck concentrate shampoo, the only concentrate that lathers fast. (In Life, Oct. 16, 1964, p.62) Appl. author: Young & Rubicam, Inc. © 12Oct64; KK185620.
A new era of beauty begins with body curls; Majesty Wave. (In American

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hairdresser, Nov. 1964, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 20Oct64; KK185636.

New hair set from Breckset, the discotheque set; now do the Frug, Hully Gully, even the Watusi. (In Ingenue, Feb. 1965, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 21Jan65; KK187926.

New hair set from Breckset, the sports car set; put the top down, breeze all around. (In Ingenue, Mar. 1965, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 21Feb65; KK187937.

Only Breck shampoo cleans tenderly, thoroughly, but never over cleans. Illus. signed: Ralph William Williams. (In True story, Jan. 1964, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 4Dec63; KK185623.

Read the small print, it makes a big difference. Did you know that you can give a conventional curl permanent? New Image. (In American hairdresser, Jan. 1965, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 20Dec64 (in notice: 1965); KK187939.

Restricted offer to familes who want more manageable hair; save 15¢, new Breck concentrate shampoo. (In Life, Oct. 30, 1964, p.65) Appl. author: Young & Rubicam, Inc. © 26Oct64; KK185629.

So fine your hair will hardly know it's there, but your hairdo will; hair set mist. (In True story, Sept. 1964, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 4Aug64; KK185626.

So use a shoehorn; hair set mist. (In Buying guide, Mar. 1964, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 20Feb64; KK185634.

There is no cure for dandruff, but our Banish shampoo comes closer to a cure. (In Life, Feb. 21, 1964, p.2) Appl. author: Young & Rubicam, Inc. © 17Feb64; KK185652.

We bait the hook, you make the catch; shampoo. (In Supermarket news, Mar. 1, 1965, p.47) Appl. author: Young & Rubicam, Inc. © 1Mar65; KK187935.

Why does Breck creme rinse have the secret of coconut oil? Ask any Tahitian girl. (In Glamour, Jan. 1965, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 22Dec64; KK187942.

BRIDDELL (CHARLES D.) INC. ©
Carvel Hall homemaker cutlery with Microned stainless blades. Card. Appl. author: Foltz-Wessinger, Inc. © 8Jan65; KK185028.

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Good Housekeeping Magazine Institute goes on location to confirm the Flexalum aluminum siding story. Folder. © Brideport Brass Co., division of National Distillers & Chemical Corp.; 1Aug64; KK185122.

It's private, it's pretty, it's protective; it's all three, Flexalum aluminum lattice for chain link fencing. Folder. © Bridgeport Brass Co., division of National Distillers & Chemical Corp.; 1Sep64; KK185123.

When is a home more than a home? Flexalum. 1 v. © Bridgeport Brass Co., division of National Distillers & Chemical Corp.; 1Jun64; KK185124.

BRISTOL-MYERS CO. ©
Bristol-Myers opens 1965 with 3% extra profit on Bufferin, Mum, Score, Softique. (In Drug topics, Jan. 11, 1965, p.13) © 11Jan65; KK187367.

Doctors see appearance, strength, flexibility dramatically improved in arthritic hands; Bufferin. (In Farm journal, Feb. 1965, p.101) © 23Jan65; KK187369.

Excedrin 225's are here; stock up, your best customers for analgesics will be buying. (In The Discount merchandiser, Apr. 1965, p.9) Appl. author: Young & Rubicam, Inc. © 15Mar65; KK187953.

For the aches, pains, miseries of your cold, two Bufferin. (In Family circle, Mar. 1965, p.5) © 16Feb65; KK187368.

A jeweler's ring shows doctors, Bufferin dramatically improves arthritic hands. (In The Reader's digest, Feb. 1965, p.35) © 26Jan65; KK187370.

Over 31 million people have discovered new Excedrin, the extra strength pain reliever. (In Life, Jan. 8, 1965, p.72) Appl. author: Young & Rubicam, Inc. © 4Jan65 (in notice: 1964); KK187955.

Pick it up, it's extra profits calling; during the week of March 15, your Bristol Myers representative will call. (In Drug topics, Mar. 8, 1965, p.67) Appl. author: Young & Rubicam, Inc. © 8Mar65; KK187954.

3% off over and above your wholesaler discount if you order now; Ban, Excedrin and Ipana. (In Drug topics, Jan. 25, 1965, p.62) Appl. author: Young & Rubicam, Inc. © 25Jan65; KK187952.

Why do drug stores sell more, profit more, with Buffering than any other analgesic in America? (In Drug topics, Jan. 11, 1965, p.71) © 11Jan65; KK187371.

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National Football Sweepstakes cards here. Sheet. © 25Sep64; KK186300.

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Larchmont's guide to relaxed western living in Sacramento. Folder. © 1Apr65; KK187540.

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Authentic matchies. Sheet. © 15Dec64; KK186989.

Take your change in Matchbox models; 3 dozen assorted Matchbox models. On folding carton. © 1Feb65; KK187168.

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Tiger distilled dry gin. Sticker. © 24Dec64; KK185743.

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Kenberry, broom 'n tool rack. Card. © 16Mar65; KK188532.

Kenberry hamburger press; Kenberry product no.430. Card. © 25Feb65; KK187980.

Kenberry party tongs; Kenberry product no.184. Card. © 25Feb65; KK187979.

Kenberry super V, jar wrench. Card. © 12Apr65; KK188533.

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Kenberry turkey lacers; Kenberry product no.124. Card. © 25Feb65; KK187978.

BROWN (M.) & CO., INC. ©
Total concept by Brown; setting, junior executive space furniture. (In The Boston Sunday herald, Nov. 29, 1964, p.77) © 29Nov64; KK187322.

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Discover extra coolness; Kool. Man & woman beside waterfall. (In Life, Mar. 12, 1965, p.R4) Appl. author: Ted Bates & Co., Inc. © 8Mar65; KK187699.

Discover extra coolness; Kool. Man & woman looking straight out at you. (In Look, Apr. 6, 1965) Appl. author: Ted Bates & Co., Inc. © 23Mar65; KK187698.

Discover extra coolness; Kool filter kings. [Man & woman leaning against rock] (In The Saturday evening post, Mar. 13, 1965, p.12) Appl. author: Ted Bates & Co., Inc. © 2Mar65; KK187145.

Viceroy's got the deep weave filter for the taste that's right. [Hunting scene] (In Playboy, Dec. 1964, p. 2) Appl. author: Ted Bates & Co., Inc. © 10Nov64; KK184974.

Viceroy's got the deep-weave filter for the taste that's right. Man & woman hold Christmas presents. (In U. S. news & world report, Dec. 21, 1964) Appl. author: Ted Bates & Co., Inc. © 14Dec64; KK185012.

Viceroy's got the filter for the taste that's right. (Man & woman in ski clothes) (In Time, Jan. 1, 1965, p.4 of cover) Appl. author: Ted Bates & Co., Inc. © 29Dec64; KK185393.

Viceroy's got the filter for the taste that's right. Man & woman sitting by fireplace. (In Time, Jan. 29, 1965) Appl. author: Ted Bates & Co., Inc. © 26Jan65; KK185395.

BROWN-FORMAN DISTILLERS CORP. ©
Celebrate Mardi Gras with the toast of New Orleans, Old Forester. (In New Orleans States item, Mar. 1, 1965, p.16) Appl. author: Gardner Advertising Co., Inc. © 1Mar65; KK185971.

Go bowling on New Year's day; Old Forester punch. (In The Dallas morning news, Dec. 30, 1964, section 2, p.1) Appl. author: Gardner Advertising Co., Inc. © 30Dec64; KK185955.

It's back; quarts of famous Old Forester now available in your state store. (In The Mobile register, Feb. 4, 1965, p.4-C) Appl. author: Gardner Advertising Co., Inc. © 4Feb65; KK185956.

Light hearted flavor ahoy; Old Forester Kentucky straight bourbon whisky. (In Boating & fishing almanac 1965, p.4 of cover) Appl. author: Gardner Advertising Co., Inc. © 1Jan65; KK186791.

Quarts of famous Old Forester now available in your state store. (In The Mobile press, Mar. 4, 1965, p.4-C) Appl. author: Gardner Advertising Co., Inc. © 4Mar65; KK186792.

Spectacular December savings on famous bottled in bond Old Forester. (In Beverage media, metropolitan ed., Dec. 1964, p.36) Appl. author: Gardner Advertising Co., Inc. © 1Dec64; KK185972.

Tonight, live a little, toast the day's success; Old Forester Kentucky straight bourbon whisky. (In The Commercial appeal, June 10, 1964, p.24) Appl. author: Gardner Advertising Co., Inc. © 10Jun64; KK182252.

Will lightning strike for a small Canadian distillery; Gold Pennant. (In The Houston post, Mar. 12, 1965, section 4, p.2) © 12Mar65; KK188233.

BROWNE-VINTNERS CO. ©
Secret thoughts of a man of the year; White Horse blended Scotch whisky. (In The New York times, Dec. 30,

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BROWNE-VINTERS CO.-Con.
1964, p.26) Appl. author: Ogilvy, Benson & Mather, Inc. © 30Dec64; KK185740.
Secret thoughts of a man who has it made; White Horse blended Scotch whisky. (In The New York times, Dec. 10, 1964, p.32) Appl. author: Ogilvy, Benson & Mather, Inc. © 10Dec64; KK185008.
Secret thoughts of a package watcher; White Horse blended Scotch whisky. (In The New York times, Dec. 15, 1964, p.28) Appl. author: Ogilvy, Benson & Mather, Inc. © 15Dec64; KK185009.
Secret thoughts with 2 shopping days left; White Horse blended Scotch whisky. (In The New York times, Dec. 23, 1964, p.11) Appl. author: Ogilvy, Benson & Mather, Inc. © 23Dec64; KK185741.

BRUCE (E. L.) CO. ©
Summit germicidal detergent. Folder. Appl. author: W. P. Caldwell. © 15Apr65; KK188187.

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Vibrand C, chewable, orange flavored, vitamin C. Card. © Brunswig Drug Co. d.b.a. Bruco; 4Jan65; KK185362.

BRUNSWICK CORP. KIEKHAEFER CORP.
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Budget chart account service. Sheet. © 15Mar65; KK187542.

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Budget rent-a-car announces all the miles you can drive, $69 per week. (In Life, June 18, 1965, p.50) © 14Jun65; KK188703.

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New metallurgical apparatus. 8 p. © 10Nov64; KK185497.

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Attention home owners, more than 3000 free gift numbers are being mailed into your area. Folder. Appl. author: O. E. Wadenstein. © 15Jun65; KK188722.
Mr. & Mrs. home owner, your lucky numbers are inside on reply card, all are free. Folder. Appl. author: O. E. Wadenstein. © 17Dec64; KK185152.

BULLARD (E. D.) CO. ©
New Bullard dihedral head grip suspension. (In Occupational hazards, Oct. 1964, p.6-7) © 10ct64; KK184972.
Now there are two Bullard bump caps. (In National safety news, Nov. 1964, p.3) © 1Nov64; KK184973.

BULOVA WATCH CO., INC. ©
Accutron, if it isn't a watch, what is it? (In Life, Nov. 27, 1964, p.104) Appl. author: Doyle Dane Bernbach, Inc. © 25Nov64; KK184916.
Accutron makes loyal employees unbearably loyal employees. (In The Wall Street journal, May 18, 1965, p.4) Appl. author: Doyle Dane Bernbach, Inc. © 18May65; KK188352.
Don't judge a $10.95 watch by its face. Caravelle. (In The New York times magazine, Apr. 18, 1965, p.44) Appl. author: Doyle Dane Bernbach, Inc. © 18Apr65; KK188802.
For 300 years, the most precise time was kept by a balance wheel, Accutron ended that era. (In Life, Dec. 11, 1964, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 9Dec64; KK185195.
Harvey, whatever the hell this is, it's yours; excuse us ... Accutron presentation speech. (In Fortune, May 1965, p.203) Appl. author: Doyle Dane Bernbach, Inc. © 27Apr65; KK187967.
I was afraid to speak up, then I bought Accutron. [Man fingering tie] (In Ebony, May 1965, p.167) Appl. author: Doyle Dane Bernbach, Inc. © 27Apr65; KK187969.
I was afraid to speak up, then I bought Accutron. [Man with head resting on hands] (In Car & driver, May 1965, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 27Apr65; KK187973.
The moody watch charm, it changes to suit your mood. (In Seventeen, May 1965, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 27Apr65; KK188801.
Optional calendar equipment for our $10.95 watch. (In The Denver post, May 23, 1965, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 23May65; KK188358.
Roses are red; Caravelle. (In Life, Feb. 5, 1965, p.R-1) Appl. author: Doyle Dane Bernbach, Inc. © 2Feb65; KK185492.
Then we decided to put a watch in them that really works; Caravelle. (In The New York times magazine, May 2, 1965, p.73) Appl. author: Doyle Dane Bernbach, Inc. © 2May65; KK188158.
This photograph proves beyond a doubt how perfectly Accutron keeps time. (In Playbill, Jan. 1965, p.22) Appl. author: Doyle Dane Bernbach, Inc. © 29Dec64; KK185200.
Your watch was destined to be wrong; Accutron is not. (In Modern railroads, Nov. 1964, p.151) Appl. author: Doyle Dane Bernbach, Inc. © 290ct64; KK184915.

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Tom's cove oysters; net cont. 12 U. S. fl. ozs. On can. © William V. Birch t.a. Wm. C. Bunting; 28Sep64; KK186403.

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Play Anti-Poverty. (Operative plan for playing Anti-Poverty) Card. © 12May65; KK187742.

BUSTIN STEEL PRODUCTS, INC. ©
Industrial safety gratings and custom assembly ideas. 43 p. (Catalog/manual no.100) © 270ct64; KK185170.
The safest truck maintenance platforms, steps & running boards; safety gratings. 23 p. (Manual TR-20) © 16Nov64; KK185169.

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Now you know where we got the idea for the front side of our clutch; Lady Buxton. (In Seventeen, Mar. 1965, p.192) Appl. author: Doyle Dane Bernbach, Inc. © 25Feb65; KK186401.
Now you know where we picked up the idea for our cobra on leather clutch; Lady Buxton. (In Ladies' home journal, May 1965, p.3 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 27Apr65; KK187971.
Now you know where we picked up the idea for our Primrose clutch; Lady Buxton. (In McCall's, Apr. 1965, p.187) Appl. author: Doyle Dane Bernbach, Inc. © 29Mar65; KK187060.
Open it, pull the tab and flip; the Organizer by Lord Buxton. (In Life, Dec. 4, 1964, p.46) Appl. author: Doyle Dane Bernbach, Inc. © 2Dec64; KK184922.
They were made for lady types; that's why they have sunny flowers on them; Lady Buxton. (In The Ladies' home journal, Dec. 1964, p.32) Appl. author: Doyle Dane Bernbach, Inc. © 280ct64; KK184921.
Turn on the light, open the door; the flashlite Key-Tainer. (In Life, Apr. 30, 1965, p.94) Appl. author: Doyle Dane Bernbach, Inc. © 27Apr65; KK187970.
Where was your diamond ring last night? Lady Buxton. (In Seventeen, Feb. 1965, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 29Jan65; KK185575.
You can't find your whatzzis? You could if you had a jewel case by Lady Buxton. (In The Ladies' home journal, Dec. 1964, p.32) Appl. author: Doyle Dane Bernbach, Inc. © 280ct64; KK184923.

C

C. B. A. ASSOCIATES. ©
The mark of a Washingtonian; discriminating ... that's why he makes a habit of dining at Tom Ross' Charcoal Hearth. (In The Washington post, May 4, 1965, p.B-10) © 4May65; KK187473.
Planning a luncheon, banquet, or business meeting; Tom Ross' Charcoal Hearth. (In The Washington post & times herald, June 8, 1965, p.D-11) © 8Jun65; KK188384.

CMP INDUSTRIES, INC. TICONIUM. ©
Heap big coloring book free; The attack on Enamel Junction. Folder. Appl. author: R. W. Russell. © 14Jun65; KK188678.
Partial dentures, too, may look alike, but Hidden-Lock makes the difference. Folder. Appl. author: R. W. Russell. © 17May65; KK188677.

CAL-DAK INDUSTRIES, INC.
At last, a bed rail that adjusts to fit any bed from a small cot to full size; item no.7998. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 28Dec64; KK185213.
The closer you get, the lovelier they are; king size metal 5 pc. Roll-A-Rack tray table sets. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 16Jun65; KK188832.
Color coordinates. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 24May65; KK188209.
Color coordinates by Cal-Dak; item no.1440-404 filagree 5 pc. color coordinate Roll-A-Rack set. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 15Jun65; KK188830.
Dealer price list, effective July 1, 1965; tray table line. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 20May65; KK188211.

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Four tray tables plus an extra tray for easy serving; item no.1368. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 1Dec64; KK184884.

Infinitely adjustable, infinitely useful; adjustable, fiber glass pamper tray; item no.4494. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 5Jan65; KK185066.

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Smart king-size tables plus a handy hostess cart create the perfect party accessory; item no.1173. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 1Dec64; KK184883.

Smartly styled for sales appeal, budget priced for profitable promotion; 5 pc. Roll-A-Rack tray table sets. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 20May65; KK188210.

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Even a lady could learn to like soft whiskey, it's not hard. (In Time, May 14, 1965, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 12May65; KK188606.

$4.05 fifth. (In The Sun journal, Sept. 16, 1964, p.7) Appl. author: Doyel Dane Bernbach, Inc. © 16Sep64; KK186481.

$4.05 fifth. (In Wilson daily times, Dec. 8, 1964, p.10) Appl. author: Doyle Dane Bernbach, Inc. © 8Dec64; KK185383.

Have you hardened yourself against soft whiskey without even tasting it? (In Life, Apr. 16, 1965, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 14Apr65; KK187625.

Have you hardened yourself against soft whiskey without giving it a fair chance? (In Liquor store, Apr. 1965, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar65; KK187392.

If you think soft whiskey's holiday decanter will look better on your buffet without the label, go ahead peel it off. (In Passaic Clifton herald news, Nov. 18, 1964, p.4) Appl. author: Doyle Dane Bernbach, Inc. © 18Nov64; KK185382.

Soft whiskey. How do we soften it without lowering the proof? (In Hartford times, Feb. 9, 1965, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 9Feb65; KK186479.

Soft whiskey. How do we soften it without lowering the proof? (In Life, Feb. 26, 1965, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 24Feb65; KK186482.

Soft whiskey does anything any other whiskey can do. (In New York world telegram & sun, Oct. 1, 1964, p.18) Appl. author: Doyle Dane Bernbach, Inc. © 10Oct64; KK186480.

Soft whiskey does anything any other whiskey can do. (In 1965 Boston Red Sox program, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 12Apr65; KK187861.

Soft whiskey does anything any other whiskey can do. (In The New York times, Nov. 2, 1964, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 2Nov64; KK186478.

This one will save you 1 1/2 trips to the store. (In Portland express, Jan. 12, 1965, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 12Jan65; KK186477.

We underestimated the power of soft whiskey. (In New York journal-American, Feb. 3, 1965, p.36) Appl. author: Doyle Dane Bernbach, Inc. © 3Feb65; KK185596.

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The soft whiskey; $4.05 4/5 quart. (In Richmond news leader, Sept. 17, 1964, p.A3) Appl. author: Doyle Dane Bernbach, Inc. © 17Sep64; KK184926.

Soft whiskey does anything any other whiskey can do, it just does it softer. (In Life, Nov. 13, 1964, p.103) Appl. author: Doyle Dane Bernbach, Inc. © 11Nov64; KK184928.

Soft whiskey is as whiskey a whiskey as any whiskey you can buy. (In Detroit news, June 3, 1964, p.8A) Appl. author: Doyle Dane Bernbach, Inc. © 3Jun64; KK184925.

Whether they peel the label off, or leave it on. (In Beverage media, Nov. 1964, p.233-236) Appl. author: Doyle Dane Bernbach, Inc. © 280ct64; KK184931.

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Voyage to the bottom of the sea card game; no.4538. M. Bradley Co. On wrapper. © Cambridge Productions, Inc. & Twentieth Century-Fox Television, Inc.; 30Dec64; KK188551.

Voyage to the bottom of the sea game; no.4514. M. Bradley Co. On wrapper. © Cambridge Productions, Inc. & Twentieth Century-Fox Television; 30Dec64; KK188541.

Voyage to the bottom of the sea jr. jigsaw puzzle; 4611; 100 pieces. On wrapper. © Cambridge Productions, Inc. & Twentieth Century-Fox Television, Inc.; 17Feb65 (in notice: 1964); KK186955.

Voyage to the bottom of the sea junior jigsaw puzzle; 4828-3. M. Bradley Co. On wrapper. © Cambridge Productions, Inc. & Twentieth Century-Fox Television, Inc.; 30Dec64; KK188571.

Voyage to the bottom of the sea junior jigsaw puzzle; 4828-4. M. Bradley Co. On wrapper. © Cambridge Productions, Inc. & Twentieth Century-Fox Television, Inc.; 30Dec64; KK188572.

CAMP TRAILS. ©

Backpackers grill, no.210. Folder. Appl. author: Jack C. Albert. © 4May65; KK187740.

Backpackers grill, no.210. Sheet. Appl. author: Jack C. Albert. © 16Feb65; KK187739.

Ponderosa bag; no.475. Card. Appl. author: Jack C. Abert. © 12Aug64; KK182215.

Skyline bag & frame. Card. Appl. author: Jack C. Abert. © 12Aug64; KK182217.

203 Trackline bag. Card. Appl. author: Jack C. Abert. © 12Aug64; KK182216.

CAMPBELL (HARRY T.) & SONS' CORP.

Make your blacktop driveway look like new; Sakrete black top sealer. (In The Evening star, Washington D. C., May 21, 1965, p.A-20) © Harry T. Campbell & Sons', Inc., a subsidiary of Flintkote Co. (in notice: Harry T. Campbell Sons' Corp., a subsidiary of Flintkote Co.); 21May65; KK188406.

CAMPBELL (HARRY T.) SONS' CORP.

Easy to build sidewalks, using Sakrete concrete mix. (In Niagara Falls gazette, Apr. 9, 1965, p.19) © Harry T. Campbell Sons' Corp. a subsidiary of Flintkote Co.; 9Apr65; KK188752.

Easy to repair driveways, using Sakrete black top. (In The Washington post and times herald, Apr. 9, 1965, p.D3) © Harry T. Campbell Sons' Corp. a subsidiary of Flintkote Co.; 9Apr65; KK188753.

Easy to repair sidewalks, using Sakrete sand mix. (In Waterbury Republican, Apr. 9, 1965, p.26) © Harry T. Campbell Sons' Corp. a subsidiary of Flintkote Co.; 9Apr65; KK188755.

A thin layer of this new cement mix bonds tight to old concrete. (In The Evening bulletin, Philadelphia, Apr. 9, 1965, p.41) © Harry T. Campbell Sons' Corp. a subsidiary of Flintkote Co.; 9Apr65; KK188754.

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Easy to lay bricks, using Sakrete mortar mix. (In The Ledger star, Norfolk, Va., May 14, 1965, p.24) © 14May65; KK188758.

Easy to protect blacktop drives, applying Sakrete sealer. (In Buffalo evening news, May 14, 1965, p.61) © 14May65; KK188757.

Easy to put in posts; Sakrete concrete mix. (In Buffalo evening news, May 7, 1965, p.47) © 7May65; KK188685.

CAN MAGAZINE. ©

The first magazine in a Can; contents: art, poetry ... decorum. On wrapper. Appl. author: Harold Wiener (Hesh Wiener) © 21May65; KK188681.

CANAL INDUSTRIAL CORP. ©

Disc electrophoresis is in the act. (In Science, Mar. 12, 1965, p.1348) © 19Feb65; KK187015.

CANANDAIGUA INDUSTRIES CO., INC. ©

Drink the happy wine for happy people, Richard's Wild Irish rose wine. Sheet. Appl. author: Hutchings Advertising Co., Inc. © 50ct64; KK186524.

Happiness is a cold bottle of wine; Richard's Wild Irish Rose. 1 v. Appl. author: Hutchins Advertising Co., Inc. © Canandaigua Industries Co., Inc. (in notice: Canandaigua Industries); 21Sep64; KK185496.

The happy book; Richard's Wild Irish Rose, the happy wine. 1 v. Appl. author: Hutchins Advertising Co., Inc. © 21Sep64; KK185495.

Stop, look, smile; Wild Irish rose wine. (Mirror case card) Appl. author: Hutchins Advertising Co., Inc. © 50ct64; KK186523.

CANTON REDWOOD YARD, INC. ©

1965 book of redwood fences. Folder. © 15Feb65; KK185951.

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CAPP (AL) ENTERPRISES, INC. ©
Caution, loaded with Kickapoo Joy Juice. Sheet. Appl. author: Alfred C. Capp. © 19Apr65; KK187472.

CAPP ENTERPRISES, INC. ©
Kickapoo Joy Juice; 10 fl. oz. On bottle. © 11Mar65; KK186847.

CAPT'N LOUIE'S GALLEY.
A treasure chest full 'o fried fish and fancy fowl. On folding carton. © Dine Out Foods, Inc. d.b.a. Capt'n Louie's Galley; 23Dec64; KK185285.

CARANDO'S, INC. ©
Colombini brand mortadella; net wt. 7 lbs. On can. © 16Dec64; KK184882.

CARR (OTIS T.) ©
Free energy comes to the planet earth; perpetual energy-motion machines. (In The daily news, McKeesport, Pa., June 5, 1965, p.11) © 5Jun65; KK188619.

CARTER PRODUCTS, INC. ©
The really hot one is here; Rise hot lather. (In Democrat and chronicle, May 3, 1965, p.13A) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 3May65; KK188309.

CASTLE & COOKE, INC. See DOLE CO.

CATERPILLAR TRACTOR CO. ©
Another improvement in Cat-built undercarriage parts; a new link assembly for D9s. Folder. © 2Jun64; KK185682.
Another improvement in Cat-built undercarriage parts; here's how Caterpillar has improved the D8 link. Folder. © 30Jun64; KK182268.
Another improvement in Cat-built undercarriage parts, the D7E link. Folder. © 25Mar65; KK187067.
More improvements in Cat-built undercarriage parts. Folder. © 5Jan65; KK185517.
No problem deciding where to buy a Cat filter housing. Folder. © 19Apr65; KK187623.
The sign of a safe place to buy filters. Folder. © 19Apr65; KK187624.

CENTURY LABORATORIES.
Prolong extends life of all developers & replenishers; net weight 4 oz. avoir. On wrapper. © Century Laboratories, division of MSL Industries, Inc.; 12Jan65; KK185317.

CHAMPION PAPERS, INC. ©
Consider Champion bond, it's a natural for printing, folding, typing. (In Purchasing week, June 22, 1964, p.25) Appl. author: Needham, Harper & Steers, Inc. © 22Jun64; KK185739.

CHAMPION PAPERS, INC. PAPER DIVISION.
Consider Champion bond, its capacity for clean, colorful, versatile communication is infinite. (In Purchasing, Feb. 24, 1964, p.130) Appl. author: Needham, Harper & Steers, Inc. © Champion Papers, Inc. (in notice: Paper Division of Champion Papers, Inc.); 24Feb64; KK186183.
Consider Champion Papers Kromekote cast coated folding board. (Consider paper to glamorize, modernize, advertise) (In Paper film and foil converter, May 1964, p.17-18) Appl. author: Needham, Harper & Steers, Inc. © Champion Papers, Inc. (in notice: Paper Division of Champion Papers, Inc.); 23Apr64; KK185475.
Consider Champion Papers Kromekote folding board. (Consider paper to appetize, dramatize, merchandise) (In Modern packaging, Jan. 1965, p.77-78) Appl. author: Needham, Harper & Steers, Inc. © Champion Papers, Inc. (in notice: Paper Division of Champion Papers, Inc.); 22Dec64 (in notice: 1965); KK185373.
Consider the power of paper. (Consider paper to imitate, congratulate) (In Industrial marketing, Jan. 1965, p.35-36) Appl. author: Needham, Harper & Steers, Inc. © Champion Papers, Inc. (in notice: Paper Division of Champion Papers, Inc.; 1Jan65; KK185372.

CHANEL, INC. ©
Chanel announces the new sumptuous size No.5 oil for the bath. (In Beauty fashion, May 1965, p.58-59) Appl. author: Norman, Craig & Kummel, Inc. © 7May65; KK187844.
Chanel yourself all over with new no.5 after bath oil spray. (In Beauty fashion, Feb. 1965, p.44-45) Appl. author: Norman, Craig & Kummel, Inc. © 8Feb65; KK185578.
Chanel yourself all over with new no.5 after bath oil spray. (In Vogue, Feb. 1, 1965, p.24) Appl. author: Norman, Craig & Kummel, Inc. © 1Feb65; KK185251.
In 1965, every woman alive wants Chanel no.5. (In Beauty fashion, Jan. 1965, p.36-37) Appl. author: Norman, Craig & Kummel, Inc. © 7Jan65; KK185250.
The modern way to carry spray is the Chanel way. (In Beauty fashion, Apr. 1965, p.88-89) Appl. author: Norman, Craig & Kummel, Inc. © 7Apr65; KK187478.

CHEMICAL SPECIALTIES. ©
Kooler Kleen, evaporative cooler additive; net contents 8 fluid ounces. On wrapper. © 16Apr65; KK187240.

CHESEBROUGH-POND'S, INC. ©
Now, look your best with the beauty tips from Q-Tips swabs and this pretty purse-pac. (In Teen magazine, Apr. 1965, p.17) © 8Mar65; KK187227.

CHEVROLET MOTOR DIVISION, GENERAL MOTORS CORP. See GENERAL MOTORS CORP. CHEVROLET MOTOR DIVISION.

CHROMIUM CORP. OF AMERICA. ©
The Crodon route to diesel engine operating economy. Folder. (CCA bulletin 100) © 19Mar65; KK186554.

CHURCH & DWIGHT CO., INC. ©
Blame our new baby promotion if your baking section starts to look like a nursery; Arm & Hammer soda bicarbonate. (In Progressive grocer, Jan. 1965, p.83) Appl. author: Charles W. Hoyt Co., Inc. © 1Jan65; KK187305.
Don't you believe in warnings? Arm & Hammer soda bicarbonate. (In My baby, May 1965, p.27) Appl. author: Charles W. Hoyt Co., Inc. © 20Apr65; KK187547.
For whatever needs a cleaning; Sal Soda washing soda. (In Woman's day, Apr. 1965, p.99) Appl. author: Ross Roy, Inc. © 11Mar65; KK186415.
Harsh chemicals have no business around your baby; you need a safe, gentle, pure cleanser. Arm & Hammer soda bicarbonate. (In McCall's, Feb. 1965, p.189) Appl. author: Charles W. Hoyt Co., Inc. © 14Jan65; KK185564.
Is it good for business? Arm & Hammer soda bicarbonate. (In Chain store age, June 1965, p.87) Appl. author: Charles W. Hoyt Co., Inc. © 20May65; KK188612.
Keep harsh cleansers in their place; Arm & Hammer soda bicarbonate. (In McCall's, May 1965, p.82) Appl. author: Charles W. Hoyt Co., Inc. © 14Apr65; KK187546.
Protect your baby from common household chemicals. Arm & Hammer soda bicarbonate. (In Baby talk, June, 1965, p.27) Appl. author: Charles W. Hoyt Co., Inc. © 20May65; KK188611.
Spot your sodium bicarbonate here. (In Chemical week, Apr. 3, 1965, p.52) Appl. author: Charles W. Hoyt Co., Inc. © 1Apr65; KK187550.
What can you do about the potential danger of harsh cleansers around food? Arm & Hammer soda bicarbonate. (In Journal of home economics, Feb. 1965, p.89) Appl. author: Charles W. Hoyt Co., Inc. © 20Jan65; KK185562.
What's the fastest acting low cost antacid for mild indigestion? Arm & Hammer sodium bicarbonate. (In American journal of nursing, Apr. 1965, p.55) Appl. author: Charles W. Hoyt Co., Inc. © 1Apr65; KK187551.
What's the mildest denture cleanser you can think of? Want a hint? Arm & Hammer soda bicarbonate. (In Journal of American Dental Assn., Feb. 1965, p.557) Appl. author: Charles W. Hoyt Co., Inc. © 1Feb65; KK185561.
Where can a grownup patient find a dentifrice that's not been developed primarily for children? Arm & Hammer soda bicarbonate. (In Journal of American Dental Assn., Mar. 1965, p.580) Appl. author: Charles W. Hoyt Co., Inc. © 1Mar65; KK187549.
Who besides women need this versatile low cost product? Arm & Hammer soda bicarbonate. (In Pediatrics, Feb. 1965, p.xlii) Appl. author: Charles W. Hoyt Co., Inc. © 19Jan65; KK187548.
Who needs a lot of expensive grooming aids when you can sparkle with just one? Arm & Hammer soda bicarbonate. (In Journal of home economics, June 1965, p.406) Appl. author: Charles W. Hoyt Co., Inc. © 20May65; KK188610.
You can't trust harsh chemicals around food; use a safe, sweet, pure cleanser. Arm & Hammer soda bicarbonate. (In True story, Mar. 1965, p.87) Appl. author: Charles W. Hoyt Co., Inc. © 4Feb65; KK185563.

CLAIROL, INC. ©
The blondes of summer are here; Creme Toner. (In Mademoiselle, Aug. 1964, p.67) Appl. author: Doyle Dane Bernbach, Inc. © 29Jun64; KK182240.
Born a blonde? No, Born Blonde. (In Life, Dec. 18, 1964, p.89) Appl. autnor: Doyle Dane Bernbach, Inc. © 16Dec64; KK185140.
Born a blonde? No, Born Blonde. (In Potomac (The Washington Post) July 26, 1964, p.14-15) Appl. author: Doyle Dane Bernbach, Inc. © 26Jul64; KK182241.
Clairol information exchange: fit the formula to the patron. (In Modern beauty shop, Nov. 1964, p.26-28) Appl. author: Foote, Cone & Belding. © 25Oct64; KK184852.
Discover your most exciting natural look at the World's Fair; come to the Clairol color carousel. [Five heads] Card. © 22Jun64; KK185789.

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Does she, or doesn't she? Miss Clairol Hair Color Bath. [Little girl & woman wearing sweater] Poster. Appl. author: Foote, Cone & Belding. © 11Dec64; KK184861.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Little girl touching woman's hair] Poster. Appl. author: Foote, Cone & Belding. © 21Dec64; KK184860.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & boy blowing bubbles] (In Look, May 18, 1965, p.105) Appl. author: Foote, Cone & Belding. © 4May65; KK187884.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & boy in ranch scene] Card. © 3Jun64; KK185791.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman, child & puppet] (In Life, Mar. 26, 1965, p.40) Appl. author: Foote, Cone & Belding. © 22Mar65; KK186738.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman wearing sweater, holding little girl] Card. © 18Dec64; KK185790.

Does she, or doesn't she? New, Moon-Haze, a cool, lively, true ash blonde; Miss Clairol hair color bath. Poster. Appl. author: Foote, Cone & Belding. © 16Feb65; KK186245.

Does she, or doesn't she? Up to now you had to be born with this hair color, MoonHaze; Miss Clairol Hair Color Bath. (In Life, Jan. 29, 1965, p.46-47) Appl. author: Foote, Cone & Belding. © 25Jan65; KK185822.

Free, try Loving Care on one lock of your hair. (In Ladies' home journal, May 1965, p.12-13) Appl. author: Foote, Cone & Belding. © 27Apr65; KK187875.

Hate that gray? Wash it away. Loving Care. (In Ebony, May 1965, p.4 of cover) Appl. author: Foote, Cone & Belding. © 16Apr65; KK187883.

Hate that gray? Wash it away; Loving Care. [Woman in blouse] (In Good housekeeping, Mar. 1965, p.161) Appl. author: Foote, Cone & Belding. © 18Feb65 (in notice: 1964); KK186739.

Hate that gray? Wash it away. [Port. of Rosemary] Loving Care. (In Ladies' home journal, Mar. 1965, p.1 of cover & 2) Appl. author: Foote, Cone & Belding. © 20Feb65; KK186741.

How do you satisfy women; Nice 'n Easy. (In Modern beauty shop, Apr. 1965, p.89) Appl. author: Foote, Cone & Belding. © 25Mar65; KK187873.

If you want to, why not? Haircoloring is ... naturally, Miss Clairol. (In Ebony, Mar. 1965, p.79) Appl. author: Foote, Cone & Belding. © 16Feb65 (in notice: 1964); KK187089.

Introducing the girl with the beautiful mouth ... she has it made with new Clairol lipstick. (In McCall's, Apr. 1965, p.3-7) Appl. author: Foote, Cone & Belding. © 18Mar65; KK186737.

Now, 60 second conditioning; Kindness. (In Life, Mar. 5, 1965, p.R2-R2) Appl. author: Doyle Dane Bernbach, Inc. © 3Mar65; KK186552.

Now, 60 second conditioning; Kindness. (In Life, Mar. 5, 1965, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 3Mar65; KK186553.

This world's famous hairdresser tells why, why you should use a special colorfast shampoo. [Endorsed by Enrico Caruso] (In Life, Apr. 9, 1965, p.1) Appl. author: Foote, Cone & Belding. © 5Apr65; KK187885.

Trust Clairol to bring you a totally new hair spray that holds, yet leaves your hair feeling feminine. (In Good housekeeping, Dec. 1964, p.192a) Appl. author: Foote, Cone & Belding. © 17Nov64; KK185809.

We at Clairol extend our warmest holiday greetings; Clairol exchange winners. (In Modern beauty shop, Dec. 1964, p.10-13) Appl. author: Foote, Cone & Belding. © 25Nov64; KK184851.

What would you do? Be the hairdresser who knows for sure; Clairol puts know how at your fingertips. MoonHaze no.32. (In Modern beauty shop, Jan. 1965, p.13-15) Appl. author: Foote, Cone & Belding. © 25Dec64; KK185443.

What would you do? Clairol puts know how at your fingertips; hairdressers of America. (In Modern beauty shop, Feb. 1965, p.83-86) Appl. author: Foote, Cone & Belding. © 25Jan65; KK185441.

What would you do if a patron was unhappy with her gray hair? Loving Care. (In Modern beauty shop, Mar. 1965, p.99-102) Appl. author: Foote, Cone & Belding. © 25Feb65; KK186740.

What would you do if her toner faded? (In Modern beauty shop, Apr. 1965, p.85-88) Appl. author: Doyle Dane Bernbach, Inc. © 31Mar65; KK187247.

What would you do if your patrons' haircoloring looked washed out between touch ups? (In Modern beauty shop, May 1965, p.83-86) Appl. author: Foote, Cone & Belding. © 25Apr65; KK187871.

Yesterday; today, the soft, silky hair color she had as a child. Does she, or doesn't she? (In Ladies' home journal, Dec. 1964, p.6-7) Appl. author: Foote, Cone & Belding. © 20Nov64; KK185442.

CLAYTON (A. C.) PRINT. CO. ©
Vaneli. On wrapper. © 15Dec64; KK185370.

CLEVELAND TWIST DRILL CO. ©
Quick-Set adjustable dies screw plates. Folder. Appl. author: W. Emerson Wenger. © 21May65; KK188365.

Specify Cleveland super cobalt high speed steel inserts for economical single point turning. Sheet. Appl. author: W. Emerson Wenger. © 13Apr65; KK187249.

CLOROBEN CHEMICAL CORP. ©
Waste system analysis questionnaire. Sheet. © 12Nov64; KK184841.

CLOROX CO. ©
Clorox gets out dirt detergents leave in; weak bleaches can't do it. (In Ladies' home journal, Feb. 1965, p.4 of cover) Appl. author: Honig-Cooper & Harrington. © 1Feb65; KK185353.

Clorox gets out dirt detergents leave in, weak bleaches can't do it. (In McCall's, June 1965, p.43) Appl. author: Honig-Cooper & Harrington. © 1Jun65; KK188439.

CLOSE-UP MIRROR LENS, INC. ©
The revolutionary Close-Up Mirror Lens, the cosmetic aid that lets farsighted women see. Folder. Appl. author: H. Allen Lightman. © 2Jan65; KK188227.

COCA-COLA BOTTLING CO. OF OHIO. ©
Be an armchair coach, predict the score of the O. S. U. TV baseball games. Card. © 28Dec64; KK185550.

Be an armchair coach, things go better with Coke. Sheet. © 28Dec64; KK185552.

Be an armchair coach, win a Honda. Card. © 28Dec64; KK185551.

COCA-COLA CO. ©
A guide to planning successful plant openings and anniversaries. 1 v. Appl. author: Henry F. Morrow. © 19Feb65; KK187721.

Heat's on? Time for the unmistakable taste of ice cold Coca-Cola. (In Family circle, Feb. 1965, p.34) Appl. author: McCann-Erickson, Inc. © 19Jan65; KK186149.

Piping hot soup, ice cold Coke and any meal goes better. (In Sepia, Jan. 1965, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Dec64 (in notice: 1965); KK186142.

Simple deduction, it's time for Coca-Cola. (In American home, Mar. 1965, p.7) Appl. author: McCann-Erickson, Inc. © 16Feb65; KK187783.

Stay merry, refresh with Coke; it gives you a real lift. [Christmas puppies] (In Family circle, Dec. 1964, p.28) Appl. author: McCann-Erickson, Inc. © 17Nov64; KK186147.

Stay merry, refresh with Coke; it gives you a real lift. [Christmas puppies] (In Sepia, Dec. 1964, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 6Nov64; KK186148.

Stumped? Refresh, ice cold Coca-Cola with it's unmistakable taste. (In Sepia, Feb. 1965, p.4 of cover Appl. author: McCann-Erickson, Inc. © 5Jan65; KK186145.

Sure way to get a big smile, get Coke in the picture. (In Woman's day, Nov. 1964, p.21) Appl. author: McCann-Erickson, Inc. © 20Oct64; KK186146.

Things go better with Coke. Bill payer. Poster. Appl. author: McCann-Erickson, Inc. © 1Mar65; KK186157.

Things go better with Coke. Hair dryer. Poster. Appl. author: McCann-Erickson, Inc. © 1Feb65; KK186158.

Things go better with Coke. Racing car. Poster. Appl. author: McCann-Erickson, Inc. © 3May65; KK187802.

Things go better with Coke. Sandwich, soup & Coke. Poster. Appl. author: McCann-Erickson, Inc. © 4Jan65 (in notice: 1964); KK186155.

Things go better with Coke. Santa Claus. Poster. Appl. author: McCann-Erickson, Inc. © 1Dec64; KK186156.

Things go better with Coke. [Santa Claus & children with puppy] (In Boys' life, Dec. 1964, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 25Nov64; KK186143.

This is when you need something more than a soft drink. [Car racing scene] (In Motor trend, May 1965, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 18Apr65; KK187793.

When you need something more than a soft drink. [Basketball scene] (In Scholastic, Feb. 18, 1965) Appl. author: McCann-Erickson, Inc. © 18Feb65; KK186150.

When you need something more than a soft drink, Coca-Cola. [Basketball scene] (In Motor trend, Feb. 1965, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 18Jan65; KK187792.

When you need something more than a soft drink, Coca-Cola. [Golf scene] (In Sepia, Apr. 1965, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Mar65; KK187785.

When you want something more than a soft drink. [Basket of fried chicken & bottle] (In Teen, May

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COCA-COLA CO.-Con.
1965) Appl. author: McCann-Erickson, Inc. © 10Apr65; KK187797.
When you want something more than a soft drink. [Pizza & glass] (In Teen magazine, Mar. 1965, p.61) Appl. author: McCann-Erickson, Inc. © 10Feb65; KK186141.
When you want something more than a soft drink. [Woman & man painting table] (In Sepia, Mar. 1965, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Feb65; KK186144.
When you want something more than a soft drink, Coca-Cola. [Barbecue scene] (In Sepia, May 1965, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Apr65; KK187784.
When you want something more than a soft drink, Coca-Cola. [Drive in restaurant scene] (In Family circle, Apr. 1965, p.32) Appl. author: McCann-Erickson, Inc. © 16Mar65; KK187791.

COCA-COLA CO. DUNCAN FOODS CO. See DUNCAN FOODS CO.

COLGATE PALMOLIVE CO. ©
Documented proof new Respond shampoo gives hair built in behavior. (In World-herald magazine of the midlands (Omaha world-herald) Mar. 7, 1965, p.19) Appl. author: Norman, Craig & Kummel, Inc. © 7Mar65; KK186638.
New blue Ajax with Bluclorin is more stubborn than stains. (In Women's day, Apr. 1965, p.126D-126E) Appl. author: Norman, Craig & Kummel, Inc. © 16Mar65; KK185947.
The power of the Pacific for the flower of the Pacific; Ajax, the most powerful name in cleaning. (In Honolulu star bulletin, Apr. 7, 1965, p.B-6--B-7) Appl. author: Norman, Craig & Kummel, Inc. © 7Apr65; KK187197.
This tiny tablet will revolutionize America's toothbrushing habits; Brite 'n Brush, concentrated dentifrice tablets. (In Better homes & gardens, Dec. 1964, p.96D) Appl. author: Ted Bates & Co., Inc. © 15Nov64; KK185013.
Who says Ajax is stronger than dirt? (In Ladies' home journal, Apr. 1965, p.113) Appl. author: Norman, Craig & Kummel, Inc. © 23Mar65; KK186818.
Who says Ajax is stronger than dirt? Almost everybody in South Jamesport, N. Y. (In Woman's day, Mar. 1965, p.2 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 16Feb65; KK185579.
Who says Ajax is stronger than dirt; laundry detergent. (In Ladies home journal, July 1965, p.19) Appl. author: Norman, Craig & Kummel, Inc. © 29Jun65; KK188588.

COLLIPRIEST, HARODL D. See CREATIVE PRODUCTS.

COLONEL DIXIE SYSTEMS, INC. ©
Colonel Dixie drive-ins. Sheet. © 3Jan64 (in notice: 1965); KK187684.

COLONIAL BRUSH MANUFACTURING CO., INC. ©
Swiftee paint brush set; 4" wall brush, 1 1/2" angular trim. On folding carton. © 4Mar65; KK186752.

COLOR TILE OF COLORADO, INC. ©
America's greatest tile supermarts; Color Tile presents the greatest floor show in Denver. (In The Denver post, Feb. 21, 1965, p.12) © 21Feb65; KK186811.
Anyone for tile? (In The Denver post, Feb. 25, 1965, p.2) © 25Feb65; KK186812.
At Color Tile, decorative mirrors. (In The Denver post, Jan. 21, 1965, p.16) © 21Jan65; KK185572.
At Color Tile, you can get this beautiful natural wood block flooring. (In The Denver post, Feb. 14, 1965, p.5) © 14Feb65; KK186809.
Brick floor? No, it's vinyl. (In The Denver post, Jan. 17, 1965, p.46) © 17Jan65; KK185570.
Buy by the carton and save. (In The Denver post, Apr. 18, 1965, p.16) © 18Apr65; KK188220.
Can you use 45¢? (In The Denver post, Apr. 8, 1965, p.23) © 8Apr65; KK188223.
Clean up, paint up time; this calls for tile. (In The Denver post, Apr. 25, 1965, p.26) © 25Apr65; KK188218.
Color Tile features interior decorating gems of mosaic tile. (In The Denver post, Dec. 20, 1964, p.22) © 20Dec64; KK185130.
Color Tile has a celing like this for your home. (In The Denver post, Jan. 24, 1965, p.22) © 24Jan65; KK185571.
Color Tile has it exclusively; genuine Santa Clara ceramic tile. (In The Denver post, Apr. 15, 1965, p.16) © 15Apr65; KK188221.
Color Tile is the place to buy your tile because it's the biggest. (In The Denver post, Apr. 4, 1965, p.42) © 4Apr65; KK188224.
Do it yourself decorators beautify your walls with Lustra quality shelf hardware. (In The Denver post, Feb. 11, 1965, p.8) © 11Feb65; KK186814.
Do it yourself decorators, beautify your walls with mirror squares. (In The Denver post, Dec. 27, 1964, p.80) © 27Dec64; KK185129.
Do it yourself decorators; beautify your walls with mirror squares. (In The Denver post, Apr. 22, 1965, p.10) © 22Apr65; KK188219.
Factory fresh tile direct to you; truckload sale. (In The Denver post, Mar. 14, 1965, p.18) © 14Mar65; KK188204.
For Christmas give your wife the floor. (In The Denver post, Dec. 6, 1964, p.98) © 6Dec64; KK186313.
Free to the tile-it-yourselfer. (In The Denver post, Feb. 7, 1965, p.19) © 7Feb65; KK186810.
A full house of tile. (In The Denver post, Mar. 11, 1965, p.38) © 11Mar65; KK188203.
Here's homework that's fun, tile it yourself. (In The Denver post, Dec. 13, 1964, p.88) © 13Dec64; KK185128.
Here's wall and floor beauty all through the house; genuine mosaic tile. (In Tne Denver post, Jan. 31, 1965, p.16) © 31Jan65; KK185573.
Just come to Color Tile. (In The Denver post, Mar. 21, 1965, p.28) © 21Mar65; KK188206.
It's spring, it's time to tile. (In The Denver post, Mar. 28, 1965, p.14) © 28Mar65; KK188208.
Lots to see at Color Tile. (In The Denver post, Mar. 18, 1965, p.10) © 18Mar65; KK188205.
Now you can afford tile at Color Tile's spring prices. (In The Denver post, Apr. 1, 1965, p.42) © 1Apr65; KK188225.
Now's the time to tile. (In The Denver post, Jan. 3, 1965, p.36) © 3Jan65; KK185569.
Remodel with ceiling tile. (In The Denver post, Jan. 10, 1965, p.14) © 10Jan65; KK185568.
Suddenly it's spring, it's time to fix up. (In The Denver post, Mar. 25, 1965, p.18) © 25Mar65; KK188207.
This beautiful natural wood block flooring. (In The Denver post, Feb. 18, 1965, p.2) © 18Feb65; KK186815.
Tile at a price to fit every pocketbook. (In The Denver post, Feb. 4, 1965, p.61) © 4Feb65; KK186813.
Tile for floor watchers. (In The Denver post, Mar. 7, 1965, p.14) © 7Mar65; KK188202.
Tile from all around the world; want exotic beauty in tile. (In The Denver post, Feb. 28, 1965, p.22) © 28Feb65; KK186816.
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An invitation to writing pleasure. (In The New Yorker, June 1, 1963, p.117) Appl. author: Potter Hazlehurst, Inc. © 30May63; KK185614.
When discriminating people gather. (In Sports illustrated, Aug. 26, 1963, p.60) Appl. author: Potter Hazlehurst, Inc. NM: additions. © 22Aug63; KK185617.
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Voila, Detecto Bathtique; introducing Detecto space savers & the nouveau look in hamper ensembles. (In Home furnishings daily, Jan. 12, 1965, section 2, p.12-13) © 12Jan65 (in notice: 1964); KK185162.

DIAPULSE CORP. OF AMERICA. ©
Leading industrial physicians report Diapulse acclerates resolution of injuries, reduces lost man hours. (In Industrial Medical Assn. membership directory, Sept. 1, 1964, p.4 of cover) Appl. author: Justine Blackberg. © 1Sep64; KK184966.

DICKEL (GEORGE A.) & CO. ©
Dickel Doin's, the whisky we make is lighter than the step of a bluetick hound. (In The Wall Street journal, Apr. 19, 1965, p.9) © 19Apr65; KK188667.

DIE-DRAULIC, INC. ©
Cut stamping costs, Barrett Die-Draulic. 31 p. (Catalog no.107) © 23Apr65; KK188683.

DINE OUT FOODS, INC. See CAPT'N LOUIE'S GALLEY.

DISC JOCKEY DRIVE INS OF AMERICA, INC. ©
Dixie cup; 9 fl. oz. On cup. © 19Feb65; KK186204.
33 hamburger shuck. On bag. © 19Feb65; KK186203.

DISNEY (WALT) PRODUCTIONS. ©
Disneyland fun box; no.4753:100. On wrapper. © 8Apr65; KK187586.
From Walt Disney's Melody time, Johnny Appleseed; Roy Rogers tells & sings about Pecos Bill; CAS-1054(e) Record sleeve. © 20Oct49; KK186736.
Micky Mouse Club jr. jigsaw puzzle; 4611; 100 pieces. On wrapper. © 19Feb65 (in notice: 1964); KK186956.
Walt Disney presents The little engine that could. Narrated by Laura Olsher; sung by Bill Kennady. Record sleeve. (A Disneyland record, DQ-1259) © 2Jun64; KK182278.

DISTRIBUTORS, INC. ©
Daisy print garment bag; no.1240. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 30Oct63; KK186601.
Diagonal diamond quilt jumbo garment bag; no.1230. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 10Jan64; KK186594.
Jumbo garment bag; no.1225. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 1Nov63; KK186593.
Stardust print garment bag; no.1245. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 5Nov63; KK186595.

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DIXIE CUP DIVISION, AMERICAN CAN CO.
See AMERICAN CAN CO. DIXIE CUP DIVISION.

DIXO CO., INC. ©
Certificate of superiority; dry-cleaning improvement program. Sheet. © 15Oct64; KK187298.

DODGE COURT RECORD CO. ©
Hermit Club concert jazz orchestra, 1965. Sticker. © 1Jun65; KK188484.

DOLCIN CORP. ©
500 tablets for relief of moderate arthritic, rheumatic, muscular pains whenever they occur. Sticker. Appl. author: Victor van der Linde Co., Inc. NM: revisions. © 7Oct64; KK184984.

DOLE CO.
Jel 'n fruit mix; total net weight 11 3/4 oz. avoir. On folding carton. © Castle & Cooke, Inc. also d.b.a. Dole Co.; 31Dec64; KK187196.
Pineapple ice cream and orange sherbet; half gallon liquid. On folding carton. © Castle & Cooke, Inc. also d.b.a. Dole Co.; 1Apr65; KK187192.

DOLGORUKOV, GREGORY S. See DOLGORUKOV MANUFACTURING CO.

DOLGORUKOV MANUFACTURING CO.
Slot-Letter lettering guide, no.1250, for 16" lettering. Sheet. © Gregory S. Dolgorukov d.b.a. Dolgorukov Mfg. Co.; 30Dec62; KK184964.

DOVER CORP. ELEVATOR DIVISION. ©
Elevator planning guide. 15 p. (Catalog no.RE-324) © 18Nov64; KK185301.

DOVER CORP. OPW DIVISION. ©
Why doesn't the clip match the nozzle? Because the Gold Color Clip is the trademark of a genuine OPW factory built nozzle. (In Pacific oil and automotive news, Feb. 1965, p.9) © 26Feb65; KK187959.

DOW CHEMICAL CO. ©
Drop 32,000,000 coupons; Handi-Wrap. Folder. © 4Mar65; KK187566.
Freshness is a Handi-Wrap sandwich bag. (In The Reader's digest, Oct. 1964, p.212T) © 21Sep64; KK185431.
Handi-Wrap, 50 plastic sandwich bags; new Magic Dot box. On folding carton. Appl. states prev. reg. 1961, KK167985. NM: revision. © 22Feb65; KK186244.
Here I am again, it's me, T-Timmy T-Termite with your pencil caddy. Folder. © 15Mar65; KK187564.
Hi again, it's me, T-Timmy T-Termite with your brand new ash tray. Folder. © 15Mar65; KK187086.
How to clean your oven in 3 easy steps; oven cleaner with ammonia. (In The Cleveland press, Feb. 24, 1965, p.E14) © 24Feb65; KK186503.
I don't dislike cleaning the oven, I detest it; Oven cleaner. (In Better homes & gardens, Mar. 1965, p.106) © 16Feb65; KK186908.
If you hate doing dishes, Handi-Ware is just your dish; it's plastic, fantastic, Handiware. (In The Grand Rapids press, June 30, 1964, p.8) © 30Jun64; KK185432.
Latex 816. Folder. © 10oct64; KK186410.
Latex 840. Folder. © 10oct64; KK185283.
Latex 859 & 859H. Folder. © 10oct64; KK185707.
Latex foam process. Folder. © 1Dec64; KK186411.
Plastic lined pipe, fitting and valves. © 20Jan65 (in notice: 1964); KK187563.
Please stop calling it the expensive wrap; Saran Wrap. (In Better homes & gardens, Mar. 1965, p.107) © 16Feb65; KK186907.

DOW JONES & CO., INC. ©
3 different reasons why a broker subscribes to Dow Jones instant news service. (In Time, Apr. 23, 1965, p.99) Appl. author: T. E. Callis. © 23Apr65; KK187372.
Why is Dow Jones news ticker tape 6 times wider than stock market ticker tapes? (In Time, May 28, 1965, p.94) Appl. author: T. E. Callis. © 28May65; KK188214.

DRACKETT CO. ©
Ammonia used to have a pretty powerful smell until Windex found a way. (In The Reader's digest, Feb. 1965, p.241) Appl. author: Young & Rubicam, Inc. © 21Jan65; KK187946.
Clean a messy oven with soap and water? Impossible? Or is it? Oven Gard. (In The Reader's digest, Dec. 1964, p.6) Appl. author: Young & Rubicam, Inc. Appl. author: Young & Rubicam, Inc. © 21Nov64; KK187945.
Dissolves stains; water, rust and stains can leave a stain line; water always leaves its mark; Vanish. (In The Reader's digest, Nov. 1964, p.192F-192G) Appl. author: Young & Rubicam, Inc. © 21Oct64; KK187922.
Germ City, U. S. A.; give me a one way coach fare to the bathroom drain and hurry; Draino. (In The Reader's digest, Jan. 1965, p.234) Appl. author: Young & Rubicam, Inc. © 21Dec64 (in notice: 1965); KK187933.
Germ City, U. S. A.; it's the kitchen drain, looks like trouble; Draino. (In The Reader's digest, Dec. 1964, p.241) Appl. author: Young & Rubicam, Inc. © 21Nov64; KK187925.
How can you stop scattering dust? Take it out of circulation with new Endust. (In The Reader's digest, Feb. 1965, p.197-198) Appl. author: Young & Rubicam, Inc. © 21Jan65; KK187947.
How to make soap and water the only oven cleaner you need; Oven-Gard. (In The Reader's digest, Jan. 1965, p.1) Appl. author: Young & Rubicam, Inc. © 21Dec64 (in notice: 1965); KK187931.
It's easy to take 7¢ off with this coupon and new hi power Windex with Ammonia-D. (In Herald statesman, Yonkers, N. Y., Mar. 24, 1965, p.43) Appl. author: Young & Rubicam, Inc. © 24Mar65; KK187957.
Line up, gang, we're off to a new house at the housewares show; Drackett wants to show off its O-Cedar family. (In Housewares review, Jan. 1965, p.18-19) Appl. author: Young & Rubicam, Inc. © 23Dec64 (in notice: 1965); KK187928.
New Vanish dissolves the stain line as it disinfects the bowl. (In The Reader's digest, Dec. 1964, p.39) Appl. author: Young & Rubicam, Inc. © 21Nov64; KK187923.
New Windex with exclusive Ammonia-D puts all its power on your windows; 14¢ off on the brightest combination. (In Fort Lauderdale news, Mar. 24, 1965, p.16E) Appl. author: Young & Rubicam, Inc. © 24Mar65; KK187948.
O-Cedar introduces new beauty and efficiency in floor care ... with new Crown mops and brooms. (In Better homes & gardens, Mar. 1964, p.107) Appl. author: Young & Rubicam, Inc. © 16Feb64; KK187929.
Push less, pick up more with O-Cedar; O-Cedar-sqeeze mop. (In The Reader's digest, Mar. 1965, p.248-249) Appl. author: Young & Rubicam, Inc. © 21Feb65; KK187930.
Push less, pick up more with O'Cedar; your hands never touch water. (In The Reader's digest, Jan. 1965, p.34-35) Appl. author: Young & Rubicam, Inc. © 21Dec64 (in notice: 1965); KK187934.
This is the house Drackett that builds jack. (In Chain store age, supermarket mgrs. ed., Nov. 1964, p.3-10) Appl. author: Young & Rubicam, Inc. © 25Oct64; KK187936.
This is what got away when you dusted today, tomorrow use Endust. (In The Reader's digest, Dec. 1964, p.32) Appl. author: Young & Rubicam, Inc. © 21Nov64; KK187927.
This new oven protector makes soap & water the only oven cleaner you need; Oven-Gard. (In Good housekeeping, Nov. 1964, p.240) Appl. author: Young & Rubicam, Inc. © 20Oct64; KK185628.
This new oven protector makes soap & water the only oven cleaner you need; Oven-Gard. (In The Reader's digest, Nov. 1964, p.24B-24C) Appl. author: Young & Rubicam, Inc. © 21Oct64; KK187944.
We bet 10¢ you'll like new instant Dri-Glo better than any other wax and dust spray; it's waxier, it's faster, it's longer lasting. (In Peoria journal star, Nov. 24, 1964, p.A-16) Appl. author: Young & Rubicam, Inc. © 24Nov64; KK187940.
Why the ammonia in Windex doesn't smell. (In The Reader's digest, Jan. 1965, p.195) Appl. author: Young & Rubicam, Inc. © 21Dec64 (in notice: 1965); KK187932.
Why would anyone spray a clean oven? Oven-Gard. (In The Reader's digest, Mar. 1965, p.2) Appl. author: Young & Rubicam, Inc. © 21Feb65; KK187938.

DREXEL FURNITURE CO. ©
Moving in? Moving out? Moving up? Then, now's the time for Drexel. (In House & garden, June 1965, p.4 of cover) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 1Jun65; KK188215.

DRI-TONE CO.
A physiological approach to functional nocturnal enuresis. Sheet. Appl. authors: Harry Perkins & Harry Rodos. © Dri-Tone Co., div. of Roper Child Health Research, Inc.; 1Feb65; KK186530.

DROLL YANKEES, INC. ©
Steamtown; recorded by Peter Kilham, narration by Nelson Blount; DY-106. Record sleeve. © 29May65; KK188591.

DRYWALL MANUFACTURING & SUPPLY CO. ©
Mr. Mud: Need spray? See us; 20 lbs. net wt. On bag. © 10Oct64; KK188675.

DUBOUCHETT-MANY, BLANC & CO. ©
Say yes to dessert again, say DuBouchett; cordials. (In Chicago tribune magazine, May 19, 1963, p.22) © 19May63; KK187569.

DUISBERG, FRED C. ©
Tiki-Tu tropical palm pod server-plaque. Sheet. © 28Jan65; KK185237.

DUNCAN (DONALD F.) INC. ©
Yo-yo, Duncan baseball yo-yo return top; no.1090. Card. © 16Mar65; KK187399.

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Yo-yo, Duncan basketball yo-yo return top; no.1050. Card. © 16Mar65; KK187398.

Yo-yo, Duncan bowling ball yo-yo return top; no.1070. Card. © 16Mar65; KK187397.

Yo-yo, Duncan eight ball yo-yo return top; no.1080. Card. © 16Mar65; KK187396.

Yo-yo, Duncan golf ball yo-yo return top; no.1060. Card. © 16Mar65; KK187400.

DUNCAN FOODS CO. ©

Admiration coffee fan club; look what you save if you join now; 15¢ off. (In The Victoria advocate, Feb. 25, 1965, p.9B) Appl. author: Clay Stephenson Assoc., Inc. © 25Feb65; KK188089.

Admiration coffee fan club; look what you save if you join now; 10¢ off. (In The Houston chronicle, Feb. 25, 1965, section 3, p.5) Appl. author: Clay Stephenson Associates, Inc. © 25Feb65; KK188088.

All it takes is a little pull to open our new Rip-Cord can; Butter-Nut, the coffee. (In Wisconsin State journal, Feb. 25, 1965, section 3, p.1) Appl. author: Tatham-Laird, Inc. © 25Feb65; KK188213.

All it takes is a little pull to open our new Rip-Cord can; Butter-Nut, the coffee delicious. (In Wisconsin State journal, Feb. 25, 1965, section 3, p.1) Appl. author: Tatham-Laird, Inc. © 25Feb65; KK185974.

Butter-Nut coffee fan club; look what you save if you join now. (In Times-democrat, Davenport-Bettendorf, Iowa, Feb. 24, 1965, p.20) Appl. author: Tatham-Laird, Inc. © 24Feb65; KK186546.

Fleetwood frankly admits there's a coffee that tastes better ... with the Butter-Nut blend. (In The Chattanooga times, Jan. 7, 1965, p.8) Appl. author: Tatham-Laird, Inc. © 7Jan65; KK185338.

From Butter-Nut coffee, a valentine to warm you heart. (In Times-democract, Davenport-Bettendorff, Iowa, Feb. 10, 1965, p.23) Appl. author: Tatham-Laird, Inc. © 10Feb65; KK185576.

If instant Fleetwood was so rich, how can instant Fleetwood with the Butter-Nut blend be so much better? (In The Chattanooga times, Jan. 28, 1965, p.33) Appl. author: Tatham-Laird, Inc. © 28Jan65; KK185339.

If you think Fleetwood is the best tasting coffee, you're wrong; new Fleetwood with the Butter-Nut blend is. (In The Chattanooga times, Jan. 21, 1965, p.12) Appl. author: Tatham-Laird, Inc. © 21Jan65; KK185337.

If you win one of our 300 Mr. John creations, you've got a problem; Maryland Club spring bonnet sweepstakes. (In The Port Arthur news, Mar. 24, 1965, p.21) Appl. author: Clay Stephenson Associates, Inc. © Duncan Foods Co., division of Coca-Cola Co.; 24Mar65; KK187775.

I'm looking for the man who dared to change Fleetwood coffee to thank him for adding the Butter-Nut blend. (In Chatanooga news-free press, Dec. 29, 1964, p.9) Appl. author: Tatham-Laird, Inc. © 29Dec64; KK186804.

Is new instant Fleetwood with the Butter-Nut blend really so rich we can give 12¢ off? Yes. (In The Gadsden times, Feb. 24, 1965, p.19) Appl. author: Tatham-Laird, Inc. © 24Feb65; KK186545.

Maryland Club, so good it's the coffee served in Houston's fabulous Astrodome. (In The Houston post, Apr. 8, 1965, section 9, p.27) Appl. author: Clay Stephenson Associates, Inc. © 8Apr65; KK187998.

Warmest touch since the welcome mat; brass decorator door plate; Butter-Nut coffee. (In Minneapolis Sunday tribune, Mar. 7, 1965, picture magazine, p.25) Appl. author: Tatham-Laird, Inc. © 7Mar65; KK185973.

Why in the world would they change a good thing like Fleetwood coffee? To get a better coffee like Fleetwood with the Butter-Nut blend. (In Chattanooga news-free press, Jan. 14, 1965, p.28) Appl. author: Tatham-Laird, Inc. © 14Jan65; KK185275.

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Evenflo automobile bottle warmer, plugs into car lighter; no.117-A. On folding carton. © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 1Apr65 (in notice: 1964); KK188474.

Evenflo baby bottle cleanser, brushless; no.460; net wt. 6 oz. On folding carton. © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 1Mar65; (in notice: 1964); KK188470.

Evenflo baby bottle cleanser, will not injure rubber nipples, brushless; no.461; net wt. 1 lb. On folding carton. © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 6Feb65 (in notice: 1964; KK188467.

Evenflo baby bottle warmer and vaporizer, electric-automatic; no.101. On folding carton. © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 12Feb65 (in notice: 1964); KK188475.

Evenflo colorgrad nurser with sure-seal nipple; no.40C. On folding carton. © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 18Feb65 (in notice: 1964); KK188472.

Evenflo colorgrad nurser with sure-seal nipple; no.40HC. On folding carton. © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 18Feb65 (in notice: 1964); KK188473.

Evenflo food warmer with sure-grip no slip suction cup; no.107. On folding carton. © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 5Dec64; KK188476.

Evenflo super plastic nursing unit, with sure-seal nipple. On wrapper. © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 26Mar65 (in notice: 1964); KK188468.

Evenflo super plastic nursing unit with sure-seal nipple. On wrapper. © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 26Mar65 (in notice: 1964 : KK188469.

Evenflo, 3 complete adaptor kits; no.473; each kit contains 4 pieces. On folding carton. © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 18Feb65 (in notice: 1964); KK188471.

Evenflo 3 valve action nipples, blind; no.341B. On folding carton. © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 2Dec64; KK188466.

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Evenflo nursing bottle, twin air valve nipple. On folding carton. (No.42H) © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 23Aug64; KK188462.

Evenflo nursing unit with sure-seal nipple. On folding carton. (No.40) © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 13Nov64; KK188461.

Evenflo silicone nipple for use on glass and plastic nursers. On folding carton. (No.41E) © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 20Sep64; KK188464.

Evenflo 3 valve action nipples, cross cut. On folding carton. (No.341C) © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 3Dec64; KK188465.

Evenflo 3 valve action nipples, twin air valves. On folding carton. (No.341) © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 18Dec64; KK188460.

New unbreakable Evenflo c-thru nurser with sure-seal nipple, crystal clear plastic. On folding carton. (No.40R) © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 7Nov64; KK188463.

DURO-LITE LAMPS, INC. ©

Bulbs; schedule of list prices, effective July 1964. Folder. Appl. author: Douglas Hill. © 1Jul64; KK185176.

High fashion decorator colors by Duro-Lite. Sheet. Appl. author: Douglas Hill. © 2Dec64; KK185177.

DURO-TEST CORP. ©

Accessories, schedule of prices; color caps. Sheet. Appl. author: Michael M. Rudner. © 3Jun64; KK185183.

Candle light to party bright with electronic light control by Duro-Test. Sheet. Appl. author: Michael M. Rudner. © 12Aug64; KK185180.

The cooling crown makes the difference; AT line, the first 3500 user hour general service bulb. Folder. Appl. author: Michael M. Rudner. © 2Sep64; KK185179.

Flomeric by Duro-Test. Folder. Appl. author: Michael M. Rudner. © 11Mar64; KK185181.

Incandescent facts for sales; the base. Sheet. Appl. author: Michael M. Rudner. © 23Sep64; KK185184.

Incandescent facts for sales; the bulb. Sheet. Appl. author: Michael M. Rudner. © 16Sep64; KK185185.

Incandescent facts for sales; the filament. Sheet. Appl. author; Michael M. Rudner. © 9Sep64; KK185186.

Incandescent facts for sales. What is an incandescent lamp? Sheet. Appl. author: Michael M. Rudner. © 2Sep64; KK185187.

Merry Christmas and a happy new year. (Christmas card) Appl. author: Michael M. Rudner. © 25Nov64; KK185175.

Renewable fuses. Sheet. Appl. author: Michael M. Rudner. © 7Oct64; KK185182.

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DURO-TEST CORP.-Con.
Schedule of ballast prices and specificiations, effective Aug. 15, 1964. Sheet. Appl. author: Michael M. Rudner. © 5Aug64; KK185174.
2500 hour indirect lighting for schools. Sheet. Appl. author: Michael M. Rudner. © 11Nov64; KK185178.

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EAGLE SHIRTMAKERS. ©
Eagle asks; Is your Tromblee up to snuff? (In The New Yorker, Mar. 20, 1965, p.32) Appl. author: Freeman & Gossage, Inc. © 20Mar65; KK186975.
First herringbone opinion poll; a report. (In The New Yorker, Oct. 3, 1964, p.209) Appl. author: Freeman & Gossage, Inc. © 30Oct64; KK185240.
Help your friends shake the cigarette habit the Eagle way, wear a Tromblee. (In The New Yorker, Aug. 29, 1964, p.53) Appl. author: Freeman & Gossage, Inc. © 29Aug64; KK185238.

EARLY TIMES DISTILLERY CO. ©
Early Times is back ... and here's our better half. (In Birmingham post-herald) © 12Mar65; KK188236.

EASTMAN KODAK CO. ©
Sound recording tape; no.11P4. On folding carton. © 1Mar61; KK186504.

EDLO, INC. ©
Glen Maid Slim breakfast orange; half gallon. On folding carton. © 1Jun64; KK185225.

EDUCATIONAL RESOURCE SERVICES. ©
Study to learn, a program prepared by Education Resource Services to help your child achieve the best possible results in school. Bernard B. Mazer, director; William MacCleod, staff member. Record sleeve. © 4Dec64; KK186265.

EKCO HOUSEWARES CO. ©
If you're learning to cook, you need all the help you can get. (In Modern bride, Apr.-May 1965, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 27Mar65; KK187530.

ELCO TOOL & SCREW CORP. ©
Elco aids for home and office. Appl. author: Charles R. Williams. 1965; issue no.
1. © 18Jan65; KK185203.
2. © 9Mar65; KK186971.
3. © 30Mar65; KK186970.
5. © 1Jun65; KK188288.

ELECTRIC STORAGE BATTERY CO. ATLAS MINERAL PRODUCTS DIVISION. ©
Epoxybond adhesive putty; contents: 2 sticks, net weight 3 oz. On folding carton. Appl. author: George P. Gabriel. © 23Mar65; KK186668.
Epoxybond adhesive putty; net weight 3 lbs. On folding carton. Appl. author:George P. Gabriel. © 23Mar65; KK186659.

ELECTRICAL FITTINGS CORP. ©
Efcor is unique, that's why we've grown. Sheet. © 28Apr65; KK188033.
Specify Efcor, the most complete line of electrical fittings, conduit elbows, nipples and couplings. Sheet. © 29Sep64; KK188034.

ELECTROGRAPHIC CORP. ©
Monthly planning schedule; April 1965. Folder. © 30Mar65; KK186863.
Monthly planning schedule, May 1965. Folder. © 30Apr65; KK187835.
Monthly planning schedule; June 1965. Folder. © 29May65; KK188276.

ELECTROLUX CORP. ©
Unsurpassed cleaning with 2 motor system, the amazing Electrolux power nozzle. Sheet. Appl. states prev. reg. KK157627. NM: revision. © 27Jan65; KK185433.
We welcome you as a new user of the Electrolux big capacity, heavy duty vacuum cleaner, model CB. Folder. © 22Mar65; KK188015.

ELECTRONIC TREASURE CHEST ENTERPRISES, INC. ©
You may win valuable free prize if this lucky key card opens the Electronic treasure chest. Appl. author: Edward V. Malela. © 10Oct64; KK185557.

ELECTRONIC TUTORKIT INSTITUTE.
Course no.1, template. Card. © Jack Fudim d.b.a. Electronic Tutorkit Institute; 15Feb65; KK187303.

ELEVATOR DIVISION, DOVER CORP. See DOVER CORP. ELEVATOR DIVISION.

EM-BEE PRODUCTIONS, INC. ©
Call my bluff; no.4504. M. Bradley Co. On wrapper. © 3May65; KK188539.

EMMEY FASHIONS, INC. ©
Award winner. Card. © 11Mar65; KK186769.

EMPIRE MERCHANDISING CO. ©
New French glasses let you see fish below surface of water; Norse King fishing, camping, hunting knife. (In Field & stream, Jan. 1965, p.79) NM: revision & additions. © 29Dec64 (in notice: 1965); KK185039.
New French glasses let you see fish below surface of water; Norse King ... fishing-camping-hunting knife; 2-in-1 heater-stove; permanent match; .177 cal. air rife. (In Field & stream, Feb. 1965, p.119) © 28Jan65; KK185242.
New French glasses let you see fish below surface of water; Norse King ... fishing-camping-hunting knife; 2-in-1 heater-stove; permanent match; .177 cal. air rife. (In Outdoor life, Feb. 1965, p.127) NM: revisions & additions. © 28Jan65; KK185256.
These glasses let you see right down into the water where the fish are. (In Field & stream, Apr. 1965, p.149) NM: revisions & additions. © 30Mar65; KK187364.

EMPIRE PETROLEUM CO. ©
Peneprime, designed for soil stabilization. 1 v. (Peneprime brochure no.1A) NM: additions. © 20Jan65; KK186891.

ENDER-MONARCH CORP. ©
Vapor-proof fluorescent luminaire; series VP-AJ. Sheet. © 15Jan65; KK185697.

EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. ©
The case of the cut up farm. (In Farm journal, Apr. 1965, p.54) Appl. author: Foote, Cone & Belding. © 13Mar65; KK187095.
Counting your riches? Not since he found out about the pair of elephant tusks I bought. (In Yale daily news, Mar. 3, 1965, p.4) Appl. author: Foote, Cone & Belding. © 3Mar65; KK186689.
Discover Diamond E, Equitable's great new group plans for companies with 25 to 200 employees. (In Business week, Mar. 13, 1965, p.145) Appl. author: Foote, Cone & Belding. © 12Mar65; KK186693.
Equitable announces taxtables. (In Trusts and estates, Feb. 1965, p.97) Appl. author: Foote, Cone & Belding. © 15Jan65; KK186699.
The farm that suffered a knock-out punch. Boxing glove. (In Successful farming, May 1965, p.81) Appl. author: Foote, Cone & Belding. © 23Apr65; KK188778.
The farm that was nearly erased. (In Farm journal, Feb. 1965, p.4) Appl. author: Foote, Cone & Belding. © 13Jan65; KK186697.
5.219%, 5.171%, 5,244%; go ahead, ask. (In Financial executive, Apr. 1965, p.21) Appl. author: Foote, Cone & Belding. © 1Apr65; KK187094.
For every company's pension needs, Equitable has the right pension program. (In The Journal of commerce, Mar. 16, 1965, p.5) Appl. author: Foote, Cone & Belding. © 16Mar65; KK186691.
The future of the life underwriter is bright for the competent and professional salesman. (In Insurance news, Jan. 1965, p.31) Appl. author: Foote, Cone & Belding. © 5Jan65 (in notice: 1964); KK186686.
Get well without money worries. (In Life, Mar. 19, 1965, p.123) Appl. author: Foote, Cone & Belding. © 15Mar65; KK186684.
Hitting the books? It's our anniversary. (In The Daily collegian, Mar. 11, 1965, p.7) Appl. author: Foote, Cone & Belding. © 11Mar65; KK186690.
How far will they have to look for another Bob Pettit? Illus. signed: George Loh. (In Sports illustrated, Mar. 8, 1965, p.1) Appl. author: Foote, Cone & Belding. © 4Mar65; KK186910.
How long before the next Wilma Rudolph comes along? Illus. signed: George Loh. (In Sports illustrated, Mar. 29, 1965, p.83) Appl. author: Foote, Cone & Belding. © 25Mar65; KK186911.
How many kids will become 20 game winners like Robin Roberts? Illus. signed: George Loh. (In Sports illustrated, Apr. 19, 1965, p.127) Appl. author: Foote, Cone & Belding. © 15Apr65; KK188161.
How many kids will win the U. S. Open like Ken Venturi? Illus. signed: George Loh. (In Sports illustrated, May 10, 1965, p.47) Appl. author: Foote, Cone & Belding. © 6May65; KK188775.
How to insure the executive who's worth his weight in gold to you. (In The Journal of commerce, Mar. 30, 1965, p.3) Appl. author: Foote, Cone & Belding. © 30Mar65; KK187093.
I'm glad you asked that question. [Endorsed by Eugene H. Walker] (In Ebony, May 1965, p.59) Appl. author: Foote, Cone & Belding. © 16Apr65; KK188776.
I'm glad you asked that question. (In The Spectator, Mar. 1965, p.2) Appl. author: Foote, Cone & Belding. © 25Feb65; KK186700.
I'm glad you asked that question. (In The Weekly underwriter, Feb. 6, 1965, p.4 of cover) Appl. author: Foote, Cone & Belding. © 6Feb65; KK186698.
I've been weighing the possibility of becoming a perpetual student. (In Moderator, summer 1965, p.46) Appl. author: Foote, Cone & Belding. © 24Mar65; KK186701.

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Life could be a lot easier for you with Equitable taxtables. (In Trusts and estates, Apr. 1965, p.329) Appl. author: Foote, Cone & Belding. © 20Apr65; KK188160.

Look ahead; enjoy yourself. Two women. (In Look, Apr. 20, 1965, p.20) Appl. author: Foote, Cone & Belding. © 6Apr65; KK187098.

Look ahead; good news for big families; no matter ... Equitable's family protection plan can cover everyone in it. (In Life, Apr. 16, 1965, p.2) Appl. author: Foote, Cone & Belding. © 12Apr65; KK188317.

Look ahead; lifetime income for your wife; exclusive Equitable policy fills social security gap. (In Life, Feb. 5, 1965, p.1) Appl. author: Foote, Cone & Belding. © 1Feb65; KK187097.

Look ahead. Will you and your wife have money for life? (In Life, Jan. 22, 1965, p.54C) Appl. author: Foote, Cone & Belding. © 18Jan65; KK187096.

Moving today? Bottletop, Wyoming, here I come. (In Saturday review, Feb. 20, 1965, p.9) Appl. author: Foote, Cone & Belding. © 16Feb65; KK186696.

Now that graduation's getting close; I want to work for the good of mankind. (In The Cornell daily sun, Mar. 15, 1965, p.7) Appl. author: Foote, Cone & Belding. © 15Mar65; KK186688.

194,240,000, population explosion. (In Life Assn. news, Apr. 1965, p.86) Appl. author: Foote, Cone & Belding. © 1Apr65; KK187092.

Pretty neat, huh? Men dancing. (In The Saturday review, May 1, 1965, p.9) Appl. author: Foote, Cone & Belding. © 27Apr65; KK188318.

What's the special today, Ed? (In Saturday review, Mar. 13, 1965, p.13) Appl. author: Foote, Cone & Belding. © 9Mar65; KK186694.

When will tennis have another Bill Talbert? Illus. signed: George Loh. (In Sports illustrated, May 31, 1965, p.53) Appl. author: Foote, Cone & Belding. © 27May65; KK188777.

Where are the Art Tokles of the future? Illus. signed: George Loh. (In Sports illustrated, Feb. 15, 1965, p.63) Appl. author: Foote, Cone & Belding. © 11Feb65; KK186695.

You can never tell who might inherit your associate's stock. (In The Journal of commerce, Feb. 16, 1965, p.5) Appl. author: Foote, Cone & Belding. © 16Feb65; KK186692.

You look pretty deep in thought; I was just wondering what do you do when your child's a genius. (In Saturday review, Apr. 10, 1965, p.6) Appl. author: Foot, Cone & Belding. © 6Apr65; KK186909.

Young fathers. (In Look, Mar. 9, 1965, p.101) Appl. author: Foote, Cone & Belding. © 23Feb65; KK186685.

ERSKINE (WILLIAM C.) T. V. SALES. ©
Dolly and Daniel Whale game. Milton Bradley Co. Sheet. © 30Dec63; KK188177.

Dolly and Daniel whale game; for ages 4 to 9; 4415. On box. Appl. author: William C. Erskine. © 15Dec63; KK182242.

Dolly and Daniel Whale game; 4415. Milton Bradley Co. On wrapper. © 30Dec63; KK188176.

ESTEE LAUDER, INC. ©
The fascinating women discover a new dimension in beauty; from Estee Lauder ... Color Contour. (In Town & country, Feb. 1965, p.31) © 1Feb65;KK188217.

The fascinating women discover the new Estee Lauder Glow. (In Town & country, Mar. 1965, p.15) © 1Mar65; KK186974.

The fascinating women know the allure of tenderly tinted lips. (In Vogue, Dec. 1964, p.47. © 1Dec64; KK185264.

The first step in a successful make-up is Estee Lauder's new enriched under make-up creme. (In Town & country, May 1965, p.15) © 1May65; KK188216.

What makes a cream worth $115.00? Re-Nutriv. (In Vogue, Nov. 1, 1964, p.38-39) © 1Nov64; KK186160.

EUMIG OF AMERICA, INC. ©
Sick of silents? Are you a disillusioned home-movie producer? (In Life, June 8, 1962, p.85) © 8Jun62; KK182189.

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1964 catalogue. 80 p. © 15Dec64; KK185742.

EYE KRAFT OPTICAL, INC. ©
You can count on Eye Kraft for accuracy and control. (In The Optometric weekly, June 4, 1964, p.5) Appl. author: Bozell & Jacobs, Inc. © 4Jun64; KK187291.

You can count on Eye Kraft for advanced product technique. (In The Optometric weekly, May 28, 1964, p.5) Appl. author: Bozell & Jacobs, Inc. © 28May64; KK187290.

You can count on Eye Kraft for flawless accuracy. (In The Optometric weekly, May 7, 1964, p.5) Appl. author: Bozell & Jacobs, Inc. © 7May64; KK188173.

You can count on Eye Kraft for swiftness and satisfaction. (In The Optometric weekly, May 14, 1964, p.5) Appl. author: Bozell & Jacobs, Inc. © 14May64; KK187292.

You can count on Eye Kraft for thorough dependability. (In The Optometric weekly, May 21, 1964, p.5) Appl. author: Bozell & Jacobs, Inc. © 21May64; KK187289.

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New FS dial-a-yield program; now, this winter ... the yield you want at harvest time. (In Prairie farmer, Illinois ed., Dec. 5, 1964, p.2-3) © 5Dec64; KK184914.

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I am for freedom of religion and against all maneuvers ... Thomas Jefferson, 1799. Folder. © Fact a.a.d.o. Fact Magazine, Inc.; 28Apr65; KK187726.

Warning, are you concerned over the growing political power of the Roman Catholic Church? (In National Guardian, Apr. 24, 1965, p.12) © Fact a.a.d.o. Fact Magazine, Inc.; 24Apr65; KK188620.

FACTOR (MAX) & CO. ©
Bathe in the scent of sunshine; Golden Woods. (In Mademoiselle, Aug. 1964, p.337) © 29Jul64; KK187906.

Bathe in waters soft as silk, dappled with the fragrance of Golden Woods bath oil. (In The New Yorker, Sept. 12, 1964, p.172) © 10Sep64; KK187915.

Eyes on the square; imported from Rome; Lash Full textured mascara. (In The New Yorker, Sept. 26, 1964, p.103) © 24Sep64; KK187908.

I love the feel of it, the look of it, the easy way it goes on; Hi-Fi fluid make-up by Max Factor. (In Good housekeeping, Oct. 1964, p.24) © 17Sep64; KK187912.

It took Max Factor to make me blush; it's Pastel Glow. (In Good housekeeping, Oct. 1964, p.13) © 17Sep64; KK187909.

It's the new rage for come-on-strong beige; go for Baroque. (In Seventeen, Nov. 1964, p.14-15) © 1Nov64; KK187914.

The most glamorous cover up of all isn't mink, darling, it's Pan-Stik make-up by Max Factor. (In Glamour Feb. 1965, p.3) © 20Jan65; KK187913.

Only one make-up in the world will last through two breakfasts; Pan-Cake. [Twelve views of girl in everyday situations & compact] (In Good housekeeping, Sept. 1964, p.31) © 20Aug64; KK187910.

Only one make-up in the world will last through two breakfasts; Pan-Cake make-up. [Eleven views of girl in everyday situations & compact] (In Glamour, Jan. 1965, p.3) © 20Dec64 (in notice: 1965); KK187916.

Shine, it's the lastest; slick, it's the greatest; Lip Gloss. (In Seventeen, Feb. 1965, p.205) © 26Jan65; KK187907.

This is the look nature intended, Sheer Genuis by Max Factor. (In Glamour, Feb. 1965, p.25) © 20Jan65; KK187911.

FALSTAFF BREWING CORP. ©
Man size pleasure Falstaff. Bottle. Poster. © 1Jan65; KK185100.

Man size pleasure Falstaff. Can. Poster. © 1Jan65; KK185099.

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Far-Mar-Co Treat-O-Wheat brand bulghour; net wt. 1 lb. On folding carton. © 13Apr65; KK187432.

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Imperial deluxe blanket bag; no.5818. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © Fashion Home trade name of Universal Producing Co.; 28Apr64; KK186562.

Imperial deluxe ladies shoe bag; no.7415. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © Fashion Home trade name of Universal Producing Co.; 27Apr64; KK186580.

FASHION HOME. See UNIVERSAL PRODUCING CO.

FASTENER INDUSTRIES, INC. ©
Better leveling begins with Ohio levelers. Folder. Appl. author: John T. Doheny. © 21Apr65; KK187470.

Put yourself in this picture of total fastening performance; win one of these two handsome TV prizes. Folder. Appl. author: John T. Doheny. © 17May65; KK188787.

Strength; the strength factors of this Ohio RN weld nut attracted. Folder. (Bulletin no.650) Appl. author: John T. Doheny. © 17Mar65; KK186927.

To expand your knowledge of the Ohio weld fastening system introduced to you in Sweets. Sheet. Appl. author: John T. Doheny. © 30Apr65; KK187560.

FEDERAL CHEMICAL CO., INC. ©
Arab Bug-deth; net weight 1 lb. On wrapper. © 1Dec64; KK186405.

Arab Fogerator; new, one shot bug killing method; net weight 12 oz. On wrapper. © 1Dec64; KK186404.

Illustrated directions, Arab U-Do-It termite control. 11 p. © 1Jun65; KK188354.

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A unique all-encompassing procurement service. Folder. © 16Nov64; KK185434.

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Come one, come all, see Foley's giant Christmas parade. (In The Houston post, Nov. 22, 1964, section 2, p.4) © 22Nov64; KK186250.
In Foley's great vista window. (In The Houston post) © 3Apr65; KK187246.

FEDTRO, INC. ©
Appliance center, 6 outlets in 1 instantly; model AC-6. Card. © 15Apr65 (in notice: 1964); KK187867.
Extend-o-let, 5 extension outlets in 1; model EXT-5. Card. © 2Apr65 (in notice: 1964); KK187858.
4-lite emergency safety flasher; model FL-4W. Folder. © 23Mar65 (in notice: 1964); KK186799.
Giant revolving turret safety light; model TUR-12V. Folder. © 3May65; KK187865.
The new hexo-let, 6 electrical outlets from 1; model no.HL-6. Folder. © 27Nov64; KK187855.
The new octo-let, 8 electrical outlets from 1; model OL-8. Card. © 15Apr65 (in notice: 1964); KK187866.
New, transistorized, 2-station intercom, wonderful 2-way communication; model INT-2S. On folding carton. © 4Dec64; KK186299.
Powerhouse noise filter; model PH. Card. © 22Dec64; KK187859.
Powerhouse reflex trumpet horn speaker, model S-5RD. On folding carton. © 19Mar65 (in notice: 1964); KK187868.
Powerhouse transistorized megaphone and portable public address system, model MEG-5000 ultra deluxe. On box. © 16Jan65 (in notice: 1964); KK185134.
Proven sound around the world; powerhouse transistorized megaphone and portable public address system, model MEG-5000 ultra deluxe. Folder. © 14Dec64; KK184939.
Safety first, giant ambler turret lens; model LNS-AMB. Card. © 10May65; KK187857.
Secret electro auto ignition guard. Folder. © 29Dec64; KK184938.
TV lifesaver; model TV-Life. Folder. © 15Apr65 (in notice: 1964); KK187856.
Transistorized door answering intercom. Folder. © 21Apr65; KK187864.
12 volt pushbutton extension cigarette lighter. Card. © 18Mar65; KK186636.

FELLOWS, CHARLES.
Remembered moments so often include your products, when your products include Givaudan fragrances. See GIVAUDAN-DELAWANNA, INC.

FENTON LABEL CO. ©
FentOnamel insurance labels; price list. Folder. © 19Feb65; KK187054.
Fent-Onamel processed food labels. Folder. © 16Jun65; KK188623.
Fent-Onamel processed labels. Folder. © 16Jun65; KK188625.
Fent-Onamel processed labels for the manufacturer. Folder. © 16Jun65; KK188624.

FERRY-MORSE SEED CO., INC. ©
Touch o' magic hybrids. Card. Appl. author: J. Walter Thompson Co. © 10Oct64; KK185228.

FIELD (HENRY) SEED & NURSERY CO. ©
50 super glads. (In Flower and garden, Mar. 1965, p.73) Appl. author: Lee E. Gingery. © 10Feb65; KK186622.
Hybrid clematis. (In Flower grower, Apr. 1965, p.17) Appl. author: Lee E. Gingery. © 11Mar65; KK186494.

FIELD ENTERPRISES, INC. ©
Anyone's initials can win $1000; send us yours. (In Chicago sun-times, Dec. 29, 1964, p.27) Appl. author: Earle Ludgin & Co. © 29Dec64; KK184911.

FILMWAY TV PRODUCTIONS, INC.
The Addams family, mystery jigsaw puzzle; 4581-1. M. Bradley Co. On wrapper. © Filmways TV Productions, Inc. (in notice: Filmway TV Productions, Inc.); 4Jan65; KK188565.
The Addams family, mystery jigsaw puzzle; 4581-2. M. Bradley Co. On wrapper. © Filmways TV Productions, Inc. (in notice: Filmway TV Productions, Inc.); 4Jan65; KK188566.

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The Addams family card game; no.4536. M. Bradley Co. On wrapper. © 4Jan65; KK188550.
The Addams family, 2 elementary puzzles with large interlocking pieces; 4577-2. M. Bradley Co. On wrapper. © 4Jan65; KK188557.

FINN, A. D. ©
Installation and composition instructions for BPT-444 packing seals on rotary shafts. Sheet. © 15Dec64; KK186275.

FINN, ARTHUR D. ©
BPT-333 rotary coil seals. Sheet. © 27Dec64; KK185318.
Installation instructions for BPT-333 rotary coil seals. Sheet. © 21Dec64; KK185776.
Rotomato rotary coil packing seals; BPT-333. Sheet. © 14Dec64; KK185342.

FINNERAN (JOHN A.) & ASSOCIATES. ©
Enjoy charcoal cooking all year-round, electronic quartz Bar-B-Que-Chef. (In Diner's club magazine, Apr. 1965, p.31) Appl. author: John A. Finneran. © 26Mar65; KK187207.

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Memory, the game you won't forget; no.710. On wrapper. Appl. author: Philip S. Jackson. © 12Dec64; KK186756.

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This is the First National Bank of Freeport, Freeport, Illinois; this is their office in New York. (In Commercial west, Mar. 13, 1965, p.8) © 13Mar65; KK186473.

FIRST NATIONAL CITY BANK, NEW YORK.
Checks and the single girl. (In The New York times, Mar. 9, 1965, p.72) Appl. author: Batten, Barton, Durstine & Osborn. © First National City Bank; 9Mar65; KK187331.
In Beirut, the right bank in the right place. (In Time, Apr. 2, 1965, p.51) © First National City Bank; 2Apr65; KK186862.
On the rocks. (In The New York times, Feb. 19, 1965, p.7) Appl. author: Batten, Barton, Durstine & Osborn. © First National City Bank; 19Feb65; KK187336.
Want to build your inventory? Here are some of the features of a First National City monthly payment business loan. (In The New York times, Feb. 23, 1965, p.30) Appl. author: Batten, Barton, Durstine & Osborn. © First National City Bank; 23Feb65; KK187332.
What makes the big difference in travelers checks? (In U. S. news & world report, June 7, 1965, p.58) © First National City Bank; 7Jun65; KK188287.
You don't know this man, but he wants to sell you a company you want to buy. (In Scientific American, May 1965, p.2 of cover) © First National City Bank; 25Apr65; KK187603.

FIRST NATIONAL CITY BANK, NEW YORK. TRUST DIVISION.
Reassurance on the Riviera. (In U. S. news & world report, Jan. 25, 1965, p.2 of cover) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © First National City Bank, Trust Division; 25Jan65; KK185474.

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Tonight while the city sleeps. (In Chicago's American, Apr. 27, 1965, p.10) © 27Apr65; KK187401.

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FISHER, HAROLD A. See FISHER INDUSTRIES.

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Buy Fisher's blend flour to get you Northwest payroll bonus. Sheet. © 1Mar65; KK186789.

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Soap bank, saves soap. Sheet. © Fisher Industries solely owned by Harold A. Fisher & Catherine L. Fisher; 29Mar65; KK187210.

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Conservation and Boston whalers. (In Salt water sportsman, Apr. 1965, p.21) Appl. author: Culver Advertising, Inc. © 1Apr65; KK187366.
Dear sirs, I am the owner of a 16 1/2 Boston Whaler. (In The Salt water sportsman, Feb. 1965, p.5) Appl. author: Culver Advertising, Inc. © 1Feb65; KK186895.
How to tell if you need a Boston whaler. (In Motor boating, Apr. 1965, p.99) Appl. author: Culver Advertising, Inc. © 1Apr65; KK187365.
To find out why people who demand the most from boats choose the Boston Whaler. (In Motor boating, Mar. 1965, p.153) Appl. author: Culver Advertising, Inc. © 1Mar65; KK186894.

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Beginner's circus; 13 play parts; no.904. On box. © 10May65; KK187768.
Creative block wagon; no.160. On folding carton. © 4Jan65 (in notice: 1964); KK187773.
Dump truckers; 979. On folding carton. © 19Apr65; KK187771.
Jolly jalopy; no.724. On folding carton. © 25Feb65; KK187763.
Lacing shoe with play family; no.136. On folding carton. © 10Mar65; KK187767.
Letters like this inspire the quality in Fisher-Price toys. (In Playthings, Mar. 1965, p.12-13) © 20Mar65; KK187735.
Mary had a little lamb double screen color TV music box; no.195. On folding carton. © 12Apr65; KK187764.
Milk wagon, heavy duty wood and plastic truck; no.131. On folding carton. © 7Jun65; KK188486.
Music box lacing shoe; no.991. On folding carton. NM: additions. © 31Mar65 (in notice: 1964); KK187772.

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Order these new Fisher-Price toys, complete your assortment of the basic preschool toy line. (In Playthings, May 1965, p.25-26) © 20May65; KK188837.

Pony chime; no.138. On folding carton. NM: additions. © 15Mar65; KK187769.

Pop goes the weasel TV-radio; no.154. On folding carton. © 15Apr65; KK187762.

Pound and saw bench; no.728. On folding carton. © 15Apr65; KK187766.

Prancy pony; no.617. On folding carton. © 4Mar65; KK187765.

School bus, an original for boys and girls ages 2-5; no.192. On folding carton. © 24Jun65; KK188804.

Stringing beads; cut-away view shows smooth threading channel; no.650. On folding carton. © 20May65; KK188485.

Two new Fisher-Price toys feature spring action for sales action. (In Playthings, Apr. 1965, p.10) © 20Apr65; KK187734.

FISHLOVE (H.) & CO. ©
Amazing lunaballs, fascinating fun for kids 3 to 83; no.549. Sheet. Appl. author: Irving Fishlove. © 4Jan65; KK187382.

Apply fake paint, brush has built-in paint; no.548. Sheet. Appl. author: Irving Fishlove. © 4Jan65; KK187384.

Apply fake paint, good for a million laughs; no.548. Sheet. Appl. author: Irving Fishlove. © 4Jan65; KK187383.

Be a real chain smoker; no.542. Sheet. Appl. author: Irving Fishlove. © 18Mar65; KK187379.

Elbow cushion for drinkers of distinction; no.541. Sheet. Appl. author: Irving Fishlove. © 13Jan65; KK187378.

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Have fun; phony burger; no.564. Card. Appl. author: Irving Fishlove. © 26Mar65; KK187377.

Just a schmo from head to toe; no.404. Sheet. Appl. author: Irving Fishlove. © 4Jan65; KK187376.

Just for fun; horrible giant monster fly; no.698. Sheet. Appl. author: Irving Fishlove. © 13Jan65; KK187381.

Just for fun, puzzle your friends; Dander-Up comb, no.697. Card. Appl. author: Irving Fishlove. © 28Feb64; KK184980.

Phony squirts; terrific surprise gag; no.547. Sheet. Appl. author: Irving Fishlove. © 19Mar65; KK187380.

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Diamonbak slax. Card. © 16Apr65; KK187862.

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FLOOD CO. ©
Marine painting with Penetrol or Owatrol. 7 p. Appl. author: Earl Freeman Flood. © 230ct64; KK185745.

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Foam 'n Bowl; for instant flower arrangements. On folding carton. © 17Mar65; KK186498.

For easier flower arranging, Fill-Fast-Foam. On folding carton. © 17Mar65; KK186496.

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Grapefruit has all kinds of health stuff in it; my grandma says so and she's 85 1/2. [Endorsed by John Browne] (In McCall's, Jan. 1965, p.R-3) © 20Dec64 (in notice: 1965); KK185046.

I like frozen grapefruit juice because it tastes just like regular grapefruit and you can drink it with oatmeal cookies. [Endorsed by Roberta Marie Jahn] (In McCall's, May 1965, p.188) © 20Apr65; KK187754.

I like grapefruit because I get to split one with my dad. (In McCall's, Mar. 1965, p.R-29) © 20Feb65; KK186794.

Look closely, is it real or an imitation? (In The Reader's digest, Feb. 1965, p.218) © 20Jan65; KK185535.

Squeater. (In Jack & Jill, Mar. 1965, p.11) © 23Feb65; KK186644.

What comes from trees and goes fishing? (In The Reader's digest, May 1965, p.237) © 20Apr65; KK187753.

You know what really tastes terrific with a peanut butter sandwich? O. J. does, good old fresh frozen Florida orange juice. (In The Reader's digest, Mar. 1965, p.156) © 20Feb65; KK186749.

Your morning juice in an evening glass? (In The Reader's digest, Jan. 1965, p.184) © 20Dec64 (in notice: 1965); KK185045.

FLORIDA REALTY CENTER, INC. ©
Florida's new waterfront paradise gives you both; St. Johns River Estates at De Bary. (In Air Force times, Feb. 10, 1965, p.6) © 10Feb65; KK185471.

FLUTED PAPER PRODUCTS CO., INC. ©
Chef's party pack, 72 luncheon trays. On wrapper. © 16Mar65; KK186833.

FOREMAN, WILLIAM HENRY. ©
Strike It Rich with the raisin pack seedless raisins; net wt. 1 1/2 oz. On folding carton. © 13Apr65; KK187741.

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Amsterdam deep Dutch chocolate ice cream; half gallon. On folding carton. © 5Apr65; KK187539.

Hop Scotch vanilla & chocolate ice cream; half gallon. On folding carton. © 1Mar65; KK186845.

FORMEN, HENRY. See FOREMAN, WILLIAM HENRY.

FORMULA 409, INC. ©
New cleaning miracle, Formula 409 spray cleaner; 1 pint 6 oz. On wrapper. © 20Apr65; KK187271.

FORT HOWARD PAPER CO. ©
Save 10¢ on super-absorbent Page towels. (In Green Bay press-gazette, Feb. 24, 1965, p.24) © 24Feb65; KK186302.

FOSTER-TRENT, INC. ©
Amberlux nite driving glasses filter blinding headlite glare. (In TV magazine (New York journal American) Mar. 28-Apr. 3, 1965, p.72) © 28Mar65; KK187529.

Instructions for the use and operation of cosmograph multi-purpose watch. Folder. © 27Apr65; KK187389.

FOUNTAIN PLATING CO., INC. ©
Quality, superior metal finishing, service on or before delivery due date. (Plating finishes) Folder. Appl. author: Laurence R. Fountain. © 23Jan65; KK186271.

FOX RUN CRAFTSMEN. ©
Stick-um, never hardens, always holds; 4 oz. Card. Appl. author: Kendall S. Ewer. © 18Jun65; KK188721.

FRANKLIN GNO CORP. ©
Perceptive? GNO? Introducing Franklin GNO Corporation. 1 v. Appl. author Melvin E. Shepherd. © 31Nov64; KK186257.

FRANTZ MANUFACTURING CO. ©
For functional design and beauty specify Frantz overhead type doors; Filuma and wood doors for every building need. 16 p. © 90ct64; KK185052.

FREDERICK, JOHN T. See OLE PRODUCTS CO.

FRIBERG, A.
Mountie and pioneers greet Indians. See NORTHWEST PAPER CO.

Mountie followed by Indian guide and packhorse crossing creek. See NORTHWEST PAPER CO.

Mountie in heavy down timber looks through binoculars. See NORTHWEST PAPER CO.

Mountie in print shop. See NORTHWEST PAPER CO.

FRIGIKING CO.
Now, new, proved economical refrigeration; Thru-Wall multi-unit system. Folder. © Frigiking Co., division Cummins Engine Co., Inc.; 150ct64; KK187710.

FRONTIER MANUFACTURING CO. ©
Crusader deposit boxes. Sheet. © 20Mar64; KK188522.

FUDIM, JACK. See ELECTRONIC TUTORKIT INSTITUTE.

FUHRMANN & SCHMIDT BREWING CO. ©
Rheinbrau lager beer; cont. 12 fl. oz. Sticker. © 30Apr65; KK188602.

G

GALI-GAGS. ©
Li'l squirt. Sticker. Appl. authors: Donald P. Galvin & Donald E. Houghton. © 11Dec64; KK185223.

GALMART ASSOCIATES, INC. ©
Announcing a new approach in dental laboratory advertising, Lab-Toons. Folder. © 20Apr65; KK188411.

GANDY CO. ©
Are you maximizing profits with applications that are the highest precision you can make. Folder. Appl. author: Ebenhard S. Gandrud. © 15Feb65; KK186675.

901 junior granular chemical applicators with press wheels, with ro-wheels for lister planters. Sheet. Appl. author: Ebenhard S. Gandrud. © 15Apr65; KK187733.

901 regular and junior granular chemical applicators. Folder. Appl. author: Ebenhard S. Gandrud. © 1Feb65; KK186673.

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GANDY CO.-Con.
Ro-Wheels for incorporating weed and insect control chemicals at planting time. Folder. Appl. author: Ebenhard S. Gandrud. © 15Jan65; KK185143.
Ro-Wheels for incorporating weed and insect control chemicals at planting time. Folder. Appl. author: Ebenhard S. Gandrud. © 1Feb65; KK186674.
Ro-Wheels for incorporating weed and insect control chemicals at planting time. Sheet. Appl. author: Ebenhard S. Gandrud. © 1Feb65; KK186672.
Spread-N-Till tool bar mounted applicator, 6 and 8 foot sizes. Sheet Appl. author: Ebenhard S. Gandrud. © 1Feb65; KK186676.

GARDNER, ARTHUR L. ©
Scallone, tasty tender quick frozen seafood steaks; net wt. 10 ozs. On folding carton. © 8May64; KK186259.

GARIS, HOWARD R. ©
Uncle Wiggily, 2 elementary puzzles with large interlocking pieces; 4500-2. M. Bradley Co. On wrapper. © 5Apr65; KK188414.

GARRETT ENUMCLAW CO. ©
Loggers love trees; keep Washington green. Sticker. © 3May65; KK188751.

GARROWAY, JAMES M. See INDUSTRIAL POWER & EQUIPMENT CO.

GARY ENTERPRISES. ©
Algaekil swimming pool algaecide; one gallon. On wrapper. © 26Mar65; KK187709.

GATKE CORP. ©
Can you stop time? Brake lining. Sheet. © 28Dec64; KK185689.

GEISEL, THEODOR SEUSS.
Dr. Seuss presents Horton hatches the egg, The Sneetches, and other stories; Marvin Miller and cast; CAS-1051. Record sleeve. © Dr. Seuss (Ted Geisel); 20ct64; KK186247.

GENERAL BREWING CORP. ©
Can they can import quality? Labatt's beer. (In Herald-examiner, Los Angeles, Jan. 21, 1965, p.D-20) Appl. author: J. Walter Thompson Co. © 21Jan65; KK185341.

GENERAL FIREPROOFING CO. ©
GF contract and institutional furniture; Goodform chairs and tables. Folder. © 1Jun64; KK185259.
GF contract and institutional furniture; 40/4 stacking chairs. Folder. © 1Jun64; KK185260.
GF Draft-a-Matic. 7 p. © 1Jun64; KK185261.
GF 40/4 chairs. Folder. © 23Apr65; KK188246.
GF movable partitions. Folder. © 1Jun64; KK185262.
GF steel shelving. Folder. © 1Jun64; KK185258.
GF storage cabinets. Folder. © 1Jun64; KK185263.
GF studios and planning unit. Folder. © 9Mar65; KK186889.

GENERAL FOODS CORP. ©
Boys, girls, moms, dads; win all these prizes in the $75,000 Kool-Aid sweepstakes. (In The Salt Lake tribune, May 16, 1965, p.7) Appl. author: Foote, Cone & Belding. © General Foods Corp. & Warner Bros. Pictures, Inc.; 16May65; KK187872.
Hey, Doc, dig the handsome bunny on these new pre-sweetened Kool-Aid packages. (In Albany times-union, Apr. 25, 1965, p.3) Appl. author: Foote, Cone & Belding. © General Foods Corp. & Warner Bros. Pictures, Inc.; 25Apr65; KK187354.
Linus the lionhearted jr. jigsaw puzzle; 4611; 100 pieces. On wrapper. © 17Feb65 (in notice: 1964); KK186950.
Love lemonade? Wait till you taste Twist. [Pitcher of ice, cherry & packet] (In Family circle, June 1965, p.19) Appl. author: Foote, Cone & Belding. © 18May65; KK187874.
New Coffee Sweet, the no calorie sweetener that tastes like sugar. Two cups. (In Life, Mar. 26, 1965, p.100) Appl. author: Foote, Cone & Belding. © 22Mar65; KK186913.
This is Go, the new kind of soap pad that outcleans, outscours, outsoaps steel wool. [Package & pad] (In Parade, Feb. 21, 1965, p.13) Appl. author: Foote, Cone & Belding. © 21Feb65; KK185823.

GENERAL MARKETING CORP. ©
Three for the money. Slip. © 18Jan65; KK187628.

GENERAL MILLS, INC. ©
Betty Crocker American homemaker of tomorrow daily dater calender, 1965. 11th anniversary ed. 1 v. © 1Dec64; KK187598.

GENERAL MOTORS CORP. CHEVROLET MOTOR DIVISION. ©
This is your copy of the complete Chevrolet fleet story for 1965. Kit. Appl. author: C. O. Uren. © 24Sep64; KK185560.

GENIE.
Arnold Palmer. Card. Appl. author: Donald Palmer. © Genie a.a.d.o. Gene Worth; 15Mar65; KK187071.
Ben Hogan. Card. Appl. author: Donald Palmer. © Genie a.a.d.o. Gene Worth; 15Mar65; KK187079.
Bristol. Card. Appl. author: Donald Palmer. © Genie a.a.d.o. Gene Worth; 15Mar65; KK187076.
First Flight. Card. Appl. author: Donald Palmer. © Genie a.a.d.o. Gene Worth; 15Mar65; KK187080.
Golfcraft. Card. Appl. author: Donald Palmer. © Genie a.a.d.o. Gene Worth; 15Mar65; KK187083.
MacGregor. Card. Appl. author: Donald Palmer. © Genie a.a.d.o. Gene Worth; 15Mar65; KK187073.
Northwestern. Card. Appl. author: Donald Palmer. © Genie a.a.d.o. Gene Worth; 15Mar65; KK187078.
PGA scrambler. Card. Appl. author: Donald Palmer. © Genie a.a.d.o. Gene Worth; 15Mar65; KK187072.
Power-Bilts. Card. Appl. author: Donald Palmer. © Genie a.a.d.o. Gene Worth; 15Mar65; KK187084.
Shakespeare. Card. Appl. author: Donald Palmer. © Genie a.a.d.o. Gene Worth; 15Mar65; KK187081.
Spalding. Card. Appl. author: Donald Palmer. © Genie a.a.d.o. Gene Worth; 15Mar65; KK187077.
Stan Thompson. Card. Appl. author: Donald Palmer. © Genie a.a.d.o. Gene Worth; 15Mar65; KK187074.
U. S. Royal golf equipment. Card. Appl. author: Donald Palmer. © Genie a.a.d.o. Gene Worth; 15Mar65; KK187324.
Walter Hagen. Card. Appl. author: Donald Palmer. © Genie a.a.d.o. Gene Worth; 15Mar65; KK187075.
Wilson. Card. Appl. author: Donald Palmer. © Genie a.a.d.o. Gene Worth; 15Mar65; KK187082.

GEORGIA FRUIT CAKE CO. ©
Pecan pound cake; net wt. 1 lb. On wrapper. Appl. author: Ira S. Womble, Sr. © 6Feb61; KK185308.

GERMAIN'S, INC. ©
Azalea & camellia fertilizer, 2-10-10; stock no.20-900-01; net contents 1 quart. On wrapper. © 8Jun65; KK188442.
Bermuda mite spray; net contents 1 quart. On wrapper. © 7May65; KK187725.
Crabgrass killer; net contents 1 quart. On wrapper. © 7May65; KK187729.
50% chlordane spray kills ants, lawn moths; net contents 1 quart. On wrapper. © 28Dec64; KK185332.
50% malathion spray; net contents 1 pint. On wrapper. © 28Dec64; KK185336.
Lawn insect spray; net contents 1 quart. On wrapper. © 28Dec64; KK185333.
Multi-purpose insect spray; net contents 1 quart. On wrapper. © 28Dec64; KK185334.
Non-selective weed killer; net contents 1 quart. On can. © 5Feb65; KK188231.
10% chlordane dust; net weight 1 pound. On wrapper. © 28Dec64; KK185335.
Triple action dichondra weed control; net weight 16 lbs. On bag. © 6May65; KK187744.

GIBSON-THOMSEN CO., INC. ©
Baby brush and comb set; no.B341. Card. © 18May65; KK188146.
Bath and shower brush; no.B101. Card. © 18May65; KK188143.
Beautician's professional salon brush, round tip; no.B500. Card. © 18May65; KK188147.
Facial cleansing brush; no.B959. Card. © 10May65; KK188141.
Men's brush and comb set; no.B28. Card. © 18May65; KK188142.
Styling brush, round tip; no.B77. Card. © 18May65; KK188145.
Young deb's set, round tip; no.B55. Card. © 18May65; KK188144.

GILLETTE CO. ©
Beautiful new way to buy Right Guard, America's most popular deodorant. (In Ladies' home journal, Apr. 1965, p.60) © 30Mar65; KK187244.
The big one is the Gillette stainless 10; Gillette blades. (In Discount store news, June 14, 1965, p.16) © 14Jun65; KK188706.
Don't blame the blade, blame your beard; super Blue Blade. (In Life, Mar. 19, 1965, p.R2) © 15Mar65; KK186844.
Free from Gillette, new see thru merchandiser plus 3 razor sets. (In Post exchange and commissary, Feb. 1965, p.25) © 1Feb65; KK185784.
Gentlemen, an important public service message from Miss Diane Tesch. Head Up hair grooming. (In Oregon State daily barometer, Apr. 1965, p.6) © 2Apr65; KK187185.
Gillette introduces new Lady Gillette complete shaving care. (In Chain store age, variety ed., May 1965, p.18-19) © 30Apr65; KK187828.
Heads Up, handsome, win a Honda. (In Life, May 7, 1965, p.R1) © 3May65; KK188416.
Here today, sold tomorrow; stainless steel blades. (In NATD co-ordinator, 1965 annual, p.112-113) © 1Apr65; KK187407.

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Important announcement from the Better Grooming Institute by Miss Anne Allee; Heads Up, hair grooming. (In Oregon State daily barometer) © 13Apr65; KK187245.

Let's face it, if you have a problem beard ... the blade for you is the Gillette Super Blue. (In Time) © 6Apr65; KK187171.

Little package, big idea, giant market; vacation travel kit. (In Chain store age, supermarket ed., May 1965, p.63) © 25Apr65; KK187737.

Men of the campus, profit handsomely from advice from Miss Ewa Thorell; Heads Up. (In Record, 1965, p.5) © 24Mar65; KK188367.

New decorator Right Guard; deodorant. (In The Discount merchandiser, Mar. 1965, p.21) © 15Feb65; KK185720.

One man in four has a beard too tough for stainless, but not for Super Blue, the blade that tames tough beards. (In Sports illustrated, Mar. 22, 1965, p.W3) © 18Mar65; KK187166.

Right Guard isn't just the best selling deodorant, it's the top three best sellers. (In Chain store age, supermarket ed., May 1965, p.24-25) © 25Apr65; KK187736.

Soothing, smoothing, does wonderful things for your legs, new Lady Gillette complete shaving care. (In True story, July 1965, p.31) © 8Jun65; KK188366.

Stainless blades no match for your beard? Super Blue Blade. (In Sports illustrated, Mar. 8, 1965, p.W3) © 4Mar65; KK187167.

Tough beard? Super Blue Blade. (In Time, Buffalo region, Mar. 5, 1965, p.E12) © 5Mar65; KK187128.

Why buy a blade that gives you fewer shaves? Super Blue Blade. (In TV guide, Mar. 6, 1965, p.A-38) © 3Mar65; KK186938.

GIVAUDAN-DELAWANNA, INC. ©

Remembered moments so often include your products, when your products include Givaudan fragrances. Text: Lawrence Peskin; painting: Charles Fellows. (In Drug & cosmetic industry, Jan. 1965, p.41) © 20Jan65; KK186476.

Remembered moments so often include your products, when your products include Givaudan fragrances. Text: Lawrence Peskin; painting: Charles Fellows. (In Drug & cosmetic industry, Feb. 1965, p.169) © 19Feb65; KK186903.

Remembered moments so often include your products, when your products include Givaudan fragrances. Text: Lawrence Peskin; painting: Charles Fellows. (In Drug & cosmetic industry, Mar. 1965, p.371) © 20Mar65; KK187284.

GLADEN ENTERPRISES, INC. ©

Skribble Stix; contains 57 safe colorfast unbreakable pieces. On folding carton. Appl. author: Carl Gladen. © 17Aug64; KK187405.

GLASS (MARVIN) & ASSOCIATES. ©

Irwin interior decorator set; contains one complete room. On folding carton. © 30Jun64; KK184879.

Irwin interior decorator set; 6401 studio apartment; over 160 pieces. On folding carton. © 8Jul64; KK184880.

Irwin interior decorator set; 6500 five room set; over 230 pieces. On folding carton. © 8Jul64; KK184881.

GLASS (RICHARD A.) CO., INC. ©

Handy Rabbit, Coachella Valley, California, fresh carrots; net wt. 1 lb. On bag. © 8Dec64; KK185017.

GLASTEEL, INC. ©

Glasteel is pleased to bring you 5 outstanding display merchandising packages; fiberglass panels. Folder. © 1Jan65; KK185040.

New, king size sample kit; Coronet, the first truly distinctive design in fiberglass panel history. Sheet. (Glasteel bulletin) © 11Dec64; KK185041.

GLENMORE DISTILLERIES CO. ©

The quiet blend, Old Thompson brand blended whiskey. Patio. Illus. signed: Schridde. (In U. S. news & world report, Jan. 4, 1965, p.17) Appl. author: Post-Keyes-Gardner, Inc. © 28Dec64; KK186264.

The quiet blend; Old Thompson brand blended whiskey. [Sailing scene] (In U. S news & world report, Nov. 9, 1964, p.45) Appl. author: Post-Keyes-Gardner, Inc. © 2Nov64; KK185144.

GLIDROSE PRODUCTIONS LTD.

James Bond secret agent 007 game; no.4527. M. Bradley Co. On wrapper. © Glidrose Productions Ltd. & Danjaq S. A.; 30Dec64; KK188543.

GO STATIONS, INC. ©

Has fully qualified as a go git'er. Card. Ernest L. Murphy, president. © 7Dec64; KK185168.

GOLD MEDAL CANDY CORP. ©

Bonomo Dunhill candies. On folding carton. © 14Apr64; KK188577.

GOOD-JO PRODUCTS.

Portable shelter. Sheet. © Good-Jo Products (C. C. Jones); 20Feb65; KK186533.

Portable shelter. Sheet. © Good-Jo Products (C. C. Jones); 20Feb65; KK188009.

Portable shelter. Sheet. (Form B) © C. C. Jones d.b.a. Good-Jo Products; 29Mar65; KK188580.

GOODMAN (A.) & SONS, INC. ©

Alphabet vegetable soup, a prepared soup mix; net wt. 6 oz. On folding carton. © 29Dec64; KK185107.

Green pea soup, a prepared soup mix; net wt. 6 oz. On folding carton. © 29Dec64; KK185106.

Imported mushrooms in barley soup, a prepared soup mix; net wt. 3 3/4 oz. On folding carton. © 29Dec64; KK185108.

Noodleman noodle soup, a prepared soup mix; net wt 6 oz. On folding carton. © 29Dec64; KK185109.

Onion soup, a prepared soup mix & instant onion dip; net wt 3 3/4 oz. On folding carton. © 29Dec64; KK185110.

GORDON (JACKIE) MEN'S STORE, INC. ©

Label fable. (In The Evening bulletin, Apr. 27, 1964, p.5) Appl. author: Harold S. Gilbert. © 27Apr64; KK182246.

GORTON (SLADE) & CO., INC. ©

Moby Dick fish sandwich; 4 lbs. net. Sticker. © Slade Gorton & Co., Inc. & Rocky Bay Fishing Co.; 7May64; KK185548.

Sea-Tasty tartar sauce; 8 oz. fluid measure. Sticker. © 12May64; KK186948.

GRAIN BELT SPECIALTIES.

Products of the Grain Belt, wheat, soybeans, soil, corn, oats. On folding carton. © Clifford F. Roth, sole owner, Grain Belt Specialties; 26Mar65; KK188576.

GRANDMOTHER STOVER'S, INC. ©

Cool Ghoul, the vampire girl; 59-721. Card. © 29Jan65; KK188715.

Dr. Die A. Bolic; 59-718. Card. © 29Jan65; KK188710.

Fish fink, monster of the deep; 59-720. Card. © 29Jan65; KK188708.

Gorilla girl, sweetheart of the jungle; 59-716. Card. © 29Jan65; KK188707.

Graveyard Gertie, the haunted housekeeper; 59-714. Card. © 29Jan65; KK188709.

Little monsters, guaranteed grim, grotesque, gruesome. Folder. © 5Mar65; KK188711.

Serendipity; according to Webster the gift of finding valuable or agreeable things not sought for. Folder. © 5Mar65; KK188712.

Tiny tricks, pee-wee puzzles; the little things that mean so much. Folder. © 5Mar65; KK188713.

Travel trinkets. Folder. © 5Mar65; KK188714.

GRAY (DOROTHY) LTD. ©

A beautiful skin knows no age; Satura by Dorothy Gray. (In Harper's bazaar, Jan. 1965, p.86) © 1Jan65; KK185167.

Discover, learn, save; new Satura cleansing lotion. (In Cosmopolitan, Mar. 1965, p.7) © 23Feb65; KK185815.

Discover, learn, save; new Satura cleansing lotion. (In Harper's bazaar, Mar. 1965, p.138) © 1Mar65; KK186984.

An invitation to discover how beautiful you can be with Satura, the true moisture cream by Dorothy Gray. (In The Providence journal, Jan. 5, 1965, p.4) © 5Jan65; KK185158.

What would a salon advise for your Skin? Velveteen. (In American girl, Jan. 1965, p.8) © 25Dec64 (in notice: 1965); KK185142.

You're a girl, your blemish problems are different; you should read this; Velveteen. (In Junior scholastic, Jan. 7, 1965, p.3) © 7Jan65; KK185014.

GREAT ATLANTIC & PACIFIC TEA CO., INC. ©

Crestmont ice cream, almond mocha. Folding carton. Appl. author: American Can Co. - Marathon Products. © 1Jun64; KK188400.

Crestmont ice cream; cherry vanilla; net contents one half gallon liquid. On folding carton. Appl. author: Stuart & Gunn. © 10Sep64; KK186883.

Crestmont ice cream; chocolate; net contents one half gallon liquid. On folding carton. Appl. author: Stuart & Gunn. © 10Sep65; KK186884.

Crestmont ice cream; vanilla; net contents one half gallon liquid. On folding carton. Appl. author: Stuart & Gunn. © 10Sep64; KK186880.

Crestmont ice cream; vanilla, chocolate, strawberry; net contents one half gallon liquid. On folding carton. Appl. author: Stuart & Gunn. © 10Sep64; KK186881.

Crestmont ice cream; vanilla, chocolate, vanilla; net contents one half gallon liquid. On folding carton. Appl. author: Stuart & Gunn. © 10Sep64; KK186885.

Crestmont ice cream; vanilla fudge; net contents one half gallon liquid. On folding carton. Appl. author: Stuart & Gunn. © 10Sep64; KK186882.

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GREAT ATLANTIC & PACIFIC TEA CO., INC. Con.
Crestmont sherbet; orange sherbet; net contents one half gallon liquid. On folding carton. Appl. author: Stuart & Gunn. © 10Sep64; KK186879.
Marvel ice cream, vanilla; one gallon. On folding carton. © 1Aug64; KK186201.

GREAT WESTERN SUGAR CO. ©
1965 guide to chemical and mechanical beet growing methods. 1 v. © 29Jan65; KK187231.

GREEN GIANT CO. ©
Come to the valley and eat corn-on-the-curb; Niblets. (In The New Yorker, July 25, 1964, p.57) Appl. author: Leo Burnett Co., Inc. © 23Jul64; KK185897.
Delicate little aristocrats that rival the petits pois of France; Le Sueur very young, small, early peas. (In Better homes & gardens, Nov. 1964, p.44) Appl. author: Leo Burnett Co., Inc. © 20Oct64; KK185885.
Extraordinaire, the little pea that rivals the French petits pois; Le Sueur. (In Better home & gardens, Dec. 1964, p.28) Appl. author: Leo Burnett Co., Inc. © 20Nov64; KK185894.
Goodbye, lumps; hello, patent no.2941889; cream style corn. (In The New Yorker, Oct. 17, 1964, p.137) Appl. author: Leo Burnett Co., Inc. © 15Oct64; KK185898.
Green Giant corn tastes better because the kernels have thinner skins. (In Club management, Dec. 1964, p.3 of cover) Appl. author: Leo Burnett Co., Inc. © 1Dec64; KK185900.
Ho-ho, here's a rich one from the Jolly Green Giant; spinach frozen in cream sauce. (In The Steel Valley news, Nov. 19, 1964, p.4) Appl. author: Leo Burnett Co., Inc. © 19Nov64; KK185888.
The Jolly Green Giant introduces some mixed up new vegetables. (In Chicago daily news, Oct. 22, 1964, p.39) Appl. author: Leo Burnett Co., Inc. © 22Oct64; KK185892.
A pea for every taste. (In Volume feeding management, Sept. 1964, p.3 of cover) Appl. author: Leo Burnett Co., Inc. © 1Sep64; KK185901.
Pleasingly plump, firm, tender, succulent, smooth, creamy white, fresh tasting; Le Sueur whole mushrooms. (In TV guide, Nov. 7, 1964, p.A-33) Appl. author: Leo Burnett Co., Inc. © 4Nov64; KK185902.
Rare; Le Sueur little, baby, early peas. (In Newsday, Nov. 18, 1964, p.108) Appl. author: Leo Burnett Co., Inc. © 18Nov64; KK185889.
Salads with ease, salads that please; Creamettes and peas. (In Picture, Minneapolis Sunday tribune, July 26, 1964, p.15) Appl. author: Leo Burnett Co. © 26Jul64; KK185891.
Two new good things from the garden,' the Jolly Green Giant's golden whole kernel corn and a special introductory offer. (In Rock Island argus, Sept. 30, 1964, p.33) Appl. author: Leo Burnett Co., Inc. © 30Sep64; KK185884.
What good things happen when Dawn Fresh mushrooms and aluminum foil get together over charcoal? (In American home, July 1964, p.24) Appl. author: Leo Burnett Co., Inc. © 21Jun64; KK185895.
What good things happen when Dawn Fresh mushrooms team up with pizza? (In American home, Oct. 1964, p.78) Appl. author: Leo Burnett Co., Inc. © 20Sep64; KK185893.
What makes Niblets corn so crisp? (In Better homes & gardens, Jan. 1965, p.77) Appl. author: Leo Burnett Co., Inc. © 20Dec64; KK185887.
What's new besides ho, ho, ho? Sweet peas. (In Newsday, Oct. 21, 1964, p.90) Appl. author: Leo Burnett Co., Inc. © 21Oct64; KK185890.
What's new from the Jolly Green Giant? Spinach frozen in cream sauce. (In The Miami herald, Dec. 3, 1964, p.5-G) Appl. author: Leo Burnett Co., Inc. © 3Dec64; KK185896.
When beans get sliced on a slant. (In Club management, Oct. 1964, p.3 of cover) Appl. author: Leo Burnett Co., Inc. © 10Oct64; KK185886.
Why slice a bean on a slant? (In Better homes & gardens, Sept. 1964, p.19) Appl. author: Leo Burnett Co., Inc. © 20Aug64; KK185903.
You are ravenous; Niblets corn. (In The New Yorker, Oct. 31, 1964, p.103) Appl. author: Leo Burnett Co., Inc. © 29Oct64; KK185899.

GREENWOOD MILLS, INC. ©
Greenwood makes the fabric, Windbreaker makes the jackets. (In The New Yorker magazine, Oct. 18, 1964, p.20) Appl. author: Rockmore Co. © 18Oct64; KK185802.

GREIDER CO. ©
Easy Way dust cloths; two king size. Card. Appl. author: Fred M. Greider. © 17Mar65; KK188182.

GRIFFITH LABORATORIES, INC. ©
An important message for sausage manufacturers, HTST had to wait for Deltate. (In The National provisioner, Dec. 5, 1964, p.39-42) © 5Dec64; KK185804.

GRUELLE (JOHNNY) CO. ©
Raggedy Ann, 2 elementary puzzles with interlocking pieces; 4500-3. M. Bradley Co. On wrapper. © 5Apr65; KK188415.

GRUMMAN ALLIED INDUSTRIES, INC. PEARSON YACHTS. See PEARSON YACHTS.

GUARDIAN CO. OF CLEVELAND, INC. ©
Re-juv'n 8, the new spray on catalytic cleaner. On wrapper. Appl. author: Robert H. Wray. © 1Dec64; KK186261.

GUARDIAN LIGHT CO. ©
Big light, small source; brighter, brilliant new Quartz/lite. (In National petroleum news, Mar. 1965, p.149) Appl. author: James T. Monroe. © 12Mar65; KK186991.
Diamond A and Diamond T lights. 1 v. (Bulletin no.514) Appl. author: James T. Monroe. © 22Jan65; KK186992.
Tri-Light assembly; fluorescent, quartz, mercury vapor. Folder. Appl. author: James T. Monroe. © 15Feb65 (in notice: 1964); KK188747.

GUGGENHEIM (KARL) INC.
Good luck globs; I'm glad I'm a glob. Card. © Karl Guggenheim, Inc. a.k.a. K. G., Inc.; 17Mar65; KK186407.
Good luck globs. Sheet. © Karl Guggenheim, Inc. a.k.a. K. G., Inc.; 17Mar65; KK186408.

H

H. R. B., INC. ©
Doctor Shiny-Teeth dental kit. On folding carton. Appl. author: Helen R. Blumberg. © 20Sep63; KK185690.
Doctor Smiley-Teeth dental kit. On folding carton. Appl. author: Helen R. Blumberg. © 20Sep64; KK185691.

HAAN (VILEM B.) INC. ©
Haan 65, master catalogue of sports car accessories. 84 p. © 3Dec64; KK186467.

HACKETT DISTRIBUTING CO.
Mr. King all purpose cleaner. On wrapper. © Bill Hackett d.b.a. Hackett Distributing Co.; 10Oct64; KK186532.

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Two Hamm's are better than one. Poster. Appl. author: Campbell-Mithun, Inc. © 2Jan65; KK187738.

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Again in 1964, the Hammond organ is the first choice of these entertainers. (In International musician, Sept. 1964, p.11) Appl. author: Young & Rubicam, Inc. © 25Aug64; KK185643.
Amazing, how this Hammond organ brings your music back. (In Ebony, May 1965, p.63) Appl. author: Rembert O. Brown. © 1May65; KK187568.
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Great joy must be yours during this most joyous of all seasons. (In PTM, Dec. 1964, p.7) Appl. author: Young & Rubicam, Inc. © 1Dec64; KK186612.

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We also make organs. (In Look, July 14, 1964, p.73) Appl. author: Young & Rubicam, Inc. © 7Jul64; KK185638.

Welcome to the house of good taste at the New York World's Fair. (In Holiday, July 1964, p.107) Appl. author: Young & Rubicam, Inc. © 15Jun64; KK185624.

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Top of the holidays to you. See ANCIENT AGE DISTILLING CO.

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Battabout; combination toy and exerciser with catnip. Card. © 15Feb65; KK185693.
Dog pretzels; net wt. 7 oz. avoir. On folding carton. © 20Oct64; KK185493.
Dog safety set; no.515. Card. © 15Feb65; KK186165.
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Flea and tick killer; net wt. 8 oz. avoir. On wrapper. © 3May65; KK188373.
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Pet pedicure kit, nail trimmer and nail file; no.514. Card. © 15Feb65; KK186800.
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Stop looking; let Hertz put you in the driver's seat. (In Journal of college placement, Dec. 1964, p.81) Appl. author: Norman, Craig & Kummel, Inc. © 1Dec64; KK185247.

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Reheats best because the flavor's best. Card. © 7Dec64; KK185220.

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North American wild animal tracks made from actual animal imprints; mammals of North America, ungulates, hoofed. Sheet. © 30Nov64; KK185070.

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Complete merchandising program creates sales and profit breakthrough. Sheet. Appl. author: David Shulman. © 17Sep64; KK188170.

Door 'n wall shelves. Sheet. Appl. author: David Shulman. © 22Apr65; KK187283.

Economy shelv-it-all, 4 shelf single with items. Sheet. Appl. author: David Shulman. © 17Mar65; KK186631.

Economy shelv-it-all, 4 shelf tandem with items. Sheet. Appl. author: David Shulman. © 17Mar65; KK186629.

Economy shelv-it-all 5 shelf single with items. Sheet. Appl. author: David Shulman. © 17Mar65; KK186630.

Economy shelv-it-all, 5 shelf tandem with items. Sheet. Appl. author: David Shulman. © 17Mar65; KK186628.

Let me tell you something about space programs. Sheet. Appl. author: David Shulman. © 15Sep64; KK188171.

Stor-a-way fiesta; model R9. Sheet. Appl. author: David Shulman. © 8Feb65; KK186187.

Stor-a-way royal; model R63. Sheet. Appl. author: David Shulman. © 8Feb65; KK186186.

Stor-a-way royal, stor-a-way fiesta; model R63, model R9. Sheet. Appl. author: David Shulman. © 8Feb65; KK186185.

Two compartment unit, pastel panel finish. Sheet. Appl. author: David Shulman. © 1Feb65; KK186190.

Three compartment unit, pastel panel finish. Sheet. Appl. author: David Shulman. © 1Feb65; KK186189.

Three compartment unit, woodgrain finish. Sheet. Appl. author: David Shulman. © 1Feb65; KK186188.

HIRSH (S. A.) MFG. CO. HIRSH DISPLAY FIXTURES, INC. See HIRSH DISPLAY FIXTURES, INC.

HIRSH DISPLAY FIXTURES, INC. ©
Assembly instructions for Hirsh Pre-Bilt shelving and gondola units. Sheet. Appl. author: David Shulman. © 15Dec64; KK186200.

Automotive display shelving. Sheet. Appl. author: David Shulman. © 1Feb65; KK186197.

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HIRSH DISPLAY FIXTURES, INC.-Con.
Boost spring sales, instant merchandising; folding display tables. Sheet. Appl. author: David Shulman. © 1Feb65; KK186196.
Brand new idea, self-service display of small items in wholesale showrooms wins bigger orders faster. Sheet. Appl. author: David Shulman. © 1Feb65; KK186198.
Move more merchandise, make more money with shelving by Hirsh. Sheet. Appl. author: David Shulman. © Hirsh Display Fixtures, Inc., subsidiary of S. A. Hirsh Mfg. Co.; 3Sep64; KK188172.
Pre-Bilt shelving; list prices effective Mar. 1, 1965. Sheet. Appl. author: David Shulman. © 1Mar65; KK186191.
Sales rise when you modernize with Hirsh display fixtures farm store shelving. Sheet. Appl. author: David Shulman. © 1Feb65; KK186199.

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Star roll; net wt. 1 1/4 oz. On wrapper. © 15May65; KK188395.

HOLLAND-RANTOS CO., INC. ©
Delph pads, removes nail polish; 10 pads saturated with remover. On folding carton. © 27Oct64; KK188290.

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Doc Hollidayhouse pecans. Slip. Appl. author: M. J. Paine. © 31Dec64; KK187595.

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Buy your 1965 Ford now, get a free portrait of Benjamin Franklin on a $100 banknote. (In The Arizona daily star, Jan. 16, 1965, section A, p.5A) Appl. author: George C. Duncan. © 16Jan65; KK185161.

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Hoppity Hooper game; no.4526. M. Bradley Co. On wrapper. © 19Oct64; KK188542.
Hoppity Hooper, 2 elementary puzzles with large interlocking pieces; 4577-1. M. Bradley Co. On wrapper. © 30Dec64; KK188556.

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Treasure hunt for coins; electric automatic Scan-o-matic coin viewer. On folding carton. © 11May65; KK188090.

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Hudway proudly introduces Perennial Spring artificial florals & foliage. Folder. © 1Mar65; KK186939.
Toiletries for the entire family. Folder. © 1Mar65; KK187293.

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A. J. Foyt rides with a tiger in his tank; Enco. (In Sports illustrated, Mar. 29, 1965, p.74) © 25Mar65; KK187285.
Clark wins Indy 500 with a tiger in his tank. [Endorsed by Jimmy Clark] (In Houston chronicle, June 1, 1965, section 3, p.4) © 1Jun65; KK188726.
Enter now, tiger in the tank sweepstakes. (In Houston chronicle, May 27, 1965, section 6, p.8) © 27May65; KK188727.
Put a tiger in your tank. Bear in hibernation. (In The Houston post, Mar. 3, 1965, section 2, p.6) © 3Mar65; KK187286.
Put a tiger in your tank; he's like this every Valentine's day. (In The Houston chronicle, Feb. 9, 1965, section 1, p.14) © 9Feb65; KK185953.
A roaring hit from coast to coast; Enco Extra. (In The Houston chronicle, Apr. 29, 1965, section 4, p.8) © 29Apr65; KK188372.
They had a tiger in their tanks; winners at Phoenix 150. (In The Houston post, Apr. 1, 1965, section 8, p.5) © 1Apr65; KK188032.

HUNGRY FARMER RESTAURANTS, INC. ©
All of our meals are served with blue ribbon relish dish. 1 v. © 22May64; KK188759.
Luncheon. Folder. © 1Mar65; KK188141.
Your host Tom Wilscam; cranberry coaxer, granny's pungent pear, banana barn burner. 1 v. © 22May64; KK188749.

HUNT FOODS, INC. ©
New, pizza flavor catsup; new, hickory flavor catsup. (In The Birmingham news, Mar. 25, 1964, p.12) Appl. author: Young & Rubicam, Inc. © 25Mar64; KK185655.

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Music in the Vatican Pavilion. Produced for the Vatican Pavilion, New York World's Fair. Record sleeve. Cover photo: Michangelo's Pieta. © 10Oct64; KK186757.

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Manufactured by Hysan. On can. © Hysan a.a.d.o. Hysan Products Co.; 10Jul64; KK185071.

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I. S. LABORATORIES, INC. ©
Formula M7, the cosmetic developed for one of the world's foremost beauty specialists. 9 p. Appl. author: H. Allen Lightman. © 12Apr65; KK188184.

ITT CANNON ELECTRIC, INC.
Miniature circular plugs; February 1964. 7 p. (KPT/KSP, catalog KPT-2A) © ITT Cannon Electric, Inc., a subsidiary of International Telephone & Telegraph Corp.; 5Feb64; KK184839.
Receive a dollar's value for every dollar spent; assurance of total value for your purchase. 1 v. © ITT Cannon Electric, Inc., a subsidiary of International Telephone & Telegraph Corp.; 23Mar64; KK184840.

ICEMAKERS CORP. ©
Big Nugget ice; net wt. 5 lbs. Eskimo bikini girl. On bag. Appl. author: Lyle R. McColloum. © 28Dec64; KK187860.

IDEAL BRUSHES, INC. ©
Rol-R-Brush paint brush cleaner; one pint. On wrapper. © 28Dec64; KK185150.
Strip-It paint & varnish remover; one pint. On wrapper. © 28Dec64; KK185149.
Strip-X semi-paste paint & varnish remover; one pint. On wrapper. © 28Dec64; KK185151.

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Tammy and Pepper jr. jigsaw puzzle; hail the queen; 4611. 100 pieces. On wrapper. © 17Feb65 (in notice: 1964); KK186951.
Tigeroo; put a tiger on your bike; no.4756-3. On folding carton. © 1Mar65; KK187745.

INCO. See INTERNATIONAL NICKEL CO., INC.

INDUSTRIAL POWER & EQUIPMENT CO.
Vitrified porcelain terminal blocks, Vitri-Porc. Sheet. (Catalog section 501) NM: rev. © Industrial Power & Equipment Co. solely owned by James M. Garroway; 8Feb65; KK186770.

INDUSTRIAL PRODUCTS DIVISION, SINGER CO. See SINGER CO. INDUSTRIAL PRODUCTS DIVISION.

INFORMATION COUNCIL OF AMERICAS. ©
Oswald, self-portrait in red. Record sleeve. © 1May64; KK185807.

INGERSOLL-HUMPHRYES DIVISION, BORG-WARNER CORP. See BORG-WARNER CORP. INGERSOLL-HUMPHRYES DIVISION.

INLAND HOMES CORP. ©
No bent nails in Inland's marketing services. (In American builder, Mar. 1965, p.15) © 1Mar65; KK186550.
No bent nails in Inland's proven product. (In American builder, June 1965, p.108) © 1Jun65; KK188684.
No bent nails in Inland's sales planning. (In American builder, May 1965, p.118) © 1May65; KK187700.
Service, our builders think we invented it. (In Southern builder, Oct. 1964, p.4 of cover) © 23Sep64; KK185112.

IN-SINK-ERATOR MANUFACTURING CO. ©
Darling, let me show you why In-Sink-Erator is the finest quality garbage disposer. Folder. © 23Jan64; KK182249.

INTERNATIONAL BIOTICAL CORP. ©
Rheumatic and arthritic like pain relieved at home quickly; enjoy the benefits of penetrating Infra-Massage heat applicator. (In Pottsville republican, Mar. 2, 1965, p.3) © 2Mar65 (in notice: 1964); KK187619.
Rheumatic and arthritic-like pain relieved at home quickly with Infra Massage. (In Sunday newd, New York, Jan. 24, 1965, p.112) © 24Jan65 (in notice: 1964); KK185385.
When muscular, rheumatic or arthritic like pains strike; soothing comfort always at hand, Infra-Massage; HM-14. Folder. © 1Nov64; KK187991.
When muscular, rheumatic or arthritic like pains strike; soothing comfort always at hand, Infra Massage; model D-5. Folder. © 1Nov64; KK187992.

INTERNATIONAL EQUITY CORP. MARK II CO. See MARK II CO.

INTERNATIONAL INDUSTRIES, INC. ©
Look, Mom, a new, easy way to make pancakes; International pancake and waffle batter. (In Arizona broker's brochure, p.[6]) © 6Nov64; KK186268.

INTERNATIONAL NICKEL CO., INC. ©
All these coins of all these countries are made of nickel. Why? (In U. S. news & world report, Jan. 25,

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1965, p.82-83) © Inco, International Nickel a.a.d.o. International Nickel Co., Inc.; 18Jan65; KK185519.

As an alternate to silver there is now a coinage material which is both prestigious in appearance and workable in coin machines. (In The New York times, May 13, 1965, p.57) © Inco, International Nickel a.a.d.o. International Nickel Co., Inc.; 13May65; KK188427.

Did it cost more to add the elegant beauty of nickel stainless steel to this building? No, it cost less. (In Fortune, Dec. 1964, p.186) © Inco, International Nickel a.a.d.o. International Nickel Co., Inc.; 24Nov64; KK184864.

Give the gleam of nickel stainless steel. (In Life, Dec. 4, 1964, p.65) © Inco, International Nickel, a.a.d.o. International Nickel Co., Inc.; 2Dec64; KK184863.

Nickel stainless steel casual furniture won't pit, whiten, roughen. (In Life, Apr. 30, 1965, p.72) © Inco, International Nickel a.a.d.o. International Nickel Co., Inc.; 28Apr65; KK187433.

Nickel stainless steel, see how elegant it looks; Treasured pattern by Walco Stainless. (In McCall's, June 1965, p.124) © Inco, International Nickel a.a.d.o. International Nickel Co., Inc.; 20May65; KK188280.

This coin has been in circulation in Switzerland for 80 years. (In U. S. news & world report, Feb. 22, 1965, p.33) © Inco, International Nickel a.a.d.o. International Nickel Co., Inc.; 15Feb65; KK185710.

This is the world's newest set of coins; one is silver, two are bronze, four are nickel. (In U. S. news & world report, Mar. 22, 1965, p.90) © Inco, International Nickel a.a.d.o. International Nickel Co., Inc.; 15Mar65; KK186918.

You get more than nickel from Inco, you get the results of development work on maraging steel. (In The Washington post and times-herald, June 7, 1965, p.A12) © Inco, International Nickel a.a.d.o. International Nickel Co., Inc.; 7Jun65; KK188426.

INTERNATIONAL TELEPHONE & TELEGRAPH CORP. ITT CANNON ELECTRIC, INC.
See ITT CANNON ELECTRIC, INC.

INTERSTATE ENGINEERING CORP. ©
The compact Electra cleaning system. Folder. © 11May64; KK185360.

ISALY DAIRY CO. ©
Harlequin flavors; half gallon liquid. On folding carton. Appl. author: Winifred Graham. © 4Jan65; KK184952.

ITEMS, INC. ©
Cat-Nipper Ball-O-Hide, a rawhide animal toy. Card. © 16Mar64 (in notice: 1963); KK187825.

Genuine leather Dog-Loshes, boots for your dog. Card. © 23Jul63; KK187826.

A genuine rawhide leather bone, Raw-Bone for cats. Card. © 24Feb61; KK187821.

It should happen to a dog, Raw-Bone animal toy; Bag O' Bones. Card. © 4Dec62; KK187827.

Raw-Bone, a rawhide animal toy; Hunk O' Hide. Card. © 1Apr63; KK187820.

Raw-Bone twist; appealing, long lasting; a 100% beef hide product with a flavor dogs love. Card. © 6Jun62; KK187823.

Smart, not dumb, Bell, animal toy for cats. Card. © 9Sep62; KK187822.

Smart, not so dumb, Bell animal toy for dogs. Card. © 9Sep62; KK187824.

ITKIN BROS., INC. ©
If we told you about some of the offices we've decorated, you'd never call us. (In The New York times, Apr. 13, 1965, p.24) Appl. author: Smith/Greenland Co. © 13Apr65; KK187524.

If you won't call us to plan your office for you, we understand. (In The New York times, Feb. 4, 1965, p.12) Appl. author: Smith/Greenland Co. © 4Feb65; KK185328.

We're the biggest office furniture company in the city, unfortunately. (In The New York times, Apr. 6, 1965, p.24) Appl. author: Smith/Greenland Co. © 6Apr65; KK186965.

When it comes to buying office furniture, most companies think of us first, and call us last. (In The New York times, Apr. 29, 1965, p.18) Appl. author: Smith/Greenland Co. © 29Apr65; KK187402.

J

JACOBY (H. C.) CO.
Tycoon. On wrapper. © Henry C. Jacoby d.b.a. H. C. Jacoby Co.; 1May62; KK187520.

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Jamaica; all the things it is. 1 v. Appl. author: Doyle Dane Bernbach, Inc. © 18Dec64; KK185197.

Jamaica; going fishing there. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 11Jan65; KK185198.

Jamaica; if the wild, buccaneering sea captain ... knew what it was being used for now. (In Life, Apr. 16, 1965, p.R-5) Appl. author: Doyle Dane Bernbach, Inc. © 13Apr65; KK187419.

Jamaica; instead of Donald Duck and Mickey Mouse, they grow up on West African tales of Amancy the spiderman. (In Life, Dec. 25, 1964, p.R1) Appl. author: Doyle Dane Bernbach, Inc. © 23Dec64; KK185035.

Jamaica, lazy things to do there. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 18Jan65; KK187425.

Jamaica, lively things to do there. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 18Jan65; KK187424.

Jamaica; nightlife. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 11Jan65; KK185199.

Jamaica; playing golf there. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 11Jan65; KK185194.

Jamaica; spend a glorious day at the Newcastle Army Training Camp on Blue Mountain. (In The New Yorker, Jan. 16, 1965, p.22) Appl. author: Doyle Dane Bernbach, Inc. © 14Jan65; KK185147.

Jamaica; take this little one car train through the wild green hills where no car can go. (In The New Yorker, Nov. 7, 1964, p.29) Appl. author: Doyle Dane Bernbach, Inc. © 5Nov64; KK184933.

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All steel bench, 423-695; assembly instructions. Sheet. © 30Nov64; KK186323.

All steel table, 432-676; specifications. Sheet. © 30Nov64; KK186324.

Arch swings, 183-425; specifications. Sheet. © 30Nov64; KK186380.

Balance beam, 284-155; specifications. Sheet. © 30Nov64; KK186343.

Ball wall, 344-167; installation instructions for ball wall backstops. Sheet. © 30Nov64; KK186315.

Baseball backstop, 341-459; specifications. Sheet. © 30Nov64; KK186331.

Bike racks, 459-108; specifications. Sheet. © 30Nov64; KK186326.

Bipod swings, two seat span, 232-219; specifications. Sheet. © 30Nov64; KK186355.

Bipod swings, three seat span, 232-318; specifications. Sheet. © 30Nov64; KK186356.

Bucking bronco & mustang, 184-111; specifications. Sheet. © 30Nov64; KK186381.

Cannon, 146-109; specifications. Sheet. © 30Nov64; KK186369.

Castle chute, 155-732; specifications. Sheet. © 30Nov64; KK186375.

Challenge & geodesic climbers, 181-213; specifications. Sheet. © 30Nov64; KK186378.

Chief's tepee, 144-437; specifications. Sheet. © 30Nov64; KK186367.

Cinderella's pumpkin carriage, 155-422; specifications. Sheet. © 30Nov64; KK186374.

Climbers, 215-502; specifications for plus sign, cube, and slider climbers. Sheet. © 30Nov64; KK186385.

Corral, 144-118; specifications. Sheet. © 30Nov64; KK186365.

Crow's nest, 125-738; specifications. Sheet. © 30Nov64; KK186364.

Cub chute, 158-249; specifications. Sheet. © 30Nov64; KK186377.

Double horizontal bars, 225-202; specifications. Sheet. © 30Nov64; KK186392.

Field hockey, soccer, football goals, 343-117; installation instructions. Sheet. © 30Nov64; KK186314.

Fir top tables, 435-100; specifications. Sheet. © 30Nov64; KK186325.

Flagpoles, 486-833; specifications. Sheet. © 30Nov64; KK186327.

Flying ring sets, 327-116; specifications. Sheet. © 30Nov64; KK186347.

Flying rings, 327-182; specifications. Sheet. © 30Nov64; KK186334.

Fold-up softball backstop with wheels, 341-106; specifications. Sheet. © 30Nov64; KK186328.

Frontier outpost, 144-652; specifications. Sheet. © 30Nov64; KK186370.

Futuristic benches, 411-660; installation instructions. Sheet. © 30Nov64; KK186320.

Gates of Camelot, 155-320; specifications. Sheet. © 30Nov64; KK186373.

Glider kits, 185-320; specifications. Sheet. © 30Nov64; KK186382.

Green dragon, 155-103; specifications. Sheet. © 30Nov64; KK186371.

Heavy duty ball wall, 344-316; installation instructions for heavy duty ball wall backstops. Sheet. © 30Nov64; KK186316.

Horizontal ladders, 224-508; specifications. Sheet. © 30Nov64; KK186390.

Inline traveling rings, 227-312; specifications. Sheet. © 30Nov64; KK186396.

Ladder bars, 222-724; specifications. Sheet. © 30Nov64; KK186389.

Lighthouse, 125-207; specifications. Sheet. © 30Nov64; KK186362.

Merry go rounds, 118-210 (218-210); specifications. Sheet. © 30Nov64; KK186351.

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Movable benches, 422-120; assembly instructions. Sheet. © 30Nov64; KK186322.
Nautilus submarine, 125-102; specifications. Sheet. © 30Nov64; KK186361.
Net posts with tighteners, 351-200; installation instructions for type A & B net posts. Sheet. © 30Nov64; KK186318.
Old woman's shoe, 155-219; specifications. Sheet. © 30Nov64; KK186372.
Outdoor stall bars, 325-260; specifications. Sheet. © 30Nov64; KK186345.
Outdoor transporter, 349-972; specifications. Sheet. © 30Nov64; KK186317.
Outdoor vaulting buck and side horse, 335-829; installation instructions for vaulting buck and side horse. Sheet. © 30Nov64; KK186337.
Package playgrounds, 238-107; specifications. Sheet. © 30Nov64; KK186339.
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Perma benches, 414-120; installation instructions. Sheet. © 30Nov64; KK186321.
Permanent baseball backstop, 341-502; specifications. Sheet. © 30Nov64; KK186332.
Permanent baseball backstop, 341-619; specifications. Sheet. © 30Nov64; KK186333.
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Pipe frame fittings, 291-122. Sheet. © 30Nov64; KK186344.
Radar towers, 112-318; specifications. Sheet. © 30Nov64; KK186359.
Rainbow ladders, 181-824; specifications. Sheet. © 30Nov64; KK186379.
Ram rods, 158-148; specifications. Sheet. © 30Nov64; KK186376.
Range riders, 175-311; specifications. Sheet. © 30Nov64; KK186397.
Rope or pole climb, 328-316; specifications. Sheet. © 30Nov64; KK186335.
Round up & round table, 118-412; specifications for round table & round up. Sheet. © 30Nov64; KK186360.
Satellite, 112-186; specifications. Sheet. © 30Nov64; KK186349.
Single horizontal bars, 225-201; specifications. Sheet. © 30Nov64; KK186391.
Slides, 212-105; specifications. Sheet. © 30Nov64; KK186383.
Softball backstop, portable and permanent with hood, 341-322; specifications for hooded softball backstops. Sheet. © 30Nov64; KK186330.
Softball backstop, portable and permanent without hood, 341-161; specifications. Sheet. © 30Nov64; KK186329.
Space slide, 112-212; specifications. Sheet. © 30Nov64; KK186350.
Speed ladder, 325-308; specifications. Sheet. © 30Nov64; KK186346.
Steelmaze climbers, 215-656; specifications. Sheet. © 30Nov64; KK186386.
Swing rings, 226-205; specifications. Sheet. © 30Nov64; KK186394.
Swing seats, 239-111; specifications. Sheet. © 30Nov64; KK186341.
Teeters, 214-112; specifications for all steel teeters. Sheet. © 30Nov64; KK186384.
Tepee, 144-465; specifications. Sheet. © 30Nov64; KK186368.
Tetherball sets, 283-222; specifications. Sheet. © 30Nov64; KK186342.
Tilted merry go round, 218-311; specifications. Sheet. © 30Nov64; KK186388.
Tilted merry go rounds, 118-311 (218-311); specifications. Sheet. © 30Nov64; KK186358.
Traveling rings, 227-166; specifications for flying rings. Sheet. © 30Nov64; KK186395.
Triple horizontal bars, 225-203; specifications. Sheet. © 30Nov64; KK186393.
Tripod swings, two span seat, 233-209; specifications. Sheet. © 30Nov64; KK186357.
Tripod swings, three seat span, 233-308; specifications. Sheet. © 30Nov64; KK186338.
Two-way center net posts, 352-203; installation instructions for type C & D net posts. Sheet. © 30Nov64; KK186319.
Vertical support swings, two and three unit, 231-722; specifications. Sheet. © 30Nov64; KK186352.
Vertical support swings, four and five unit, 231-742; specifications. Sheet. © 30Nov64; KK186353.
Vertical support swings, 6 unit, 231-766; specifications. Sheet. © 30Nov64; KK186354.

JANESVILLE (WIS.) Y'S MEN'S CLUB.
The Janesville Y's Men's Club has sold Christmas trees for many years. Sheet. Appl. author: E. J. Overton, Jr. © Janesville Y's Men's Club; 10Dec64; KK185785.

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Campfire brand sheepherder style frozen bread dough; two 1 1/2 lb. loaves. On folding carton. © Jarman Co., Inc. whose full corporate name is J. L. Jarman Co., Inc.; 18Sep64; KK183039.
Campfire brand Wisconsin style frozen rye bread dough; two 1 1/2 lb. loaves. On folding carton. © Jarman Co., Inc. whose full corporate name is J. L. Jarman Co., Inc.; 18Sep64; KK183038.

JAYMAR SPECIALTY CO. ©
Fling-A-Roo toy boomerang; no.34. Card. © 6May65; KK188159.

JERCLAYTON, INC. ©
Glamorene instant acting liquid drain opener; contents one U. S. liquid quart. On wrapper. © 8Mar65; KK186398.
Glamorene 3 minute action oven cleaner; net weight 15 av. ozs. On wrapper. © 23Dec64; KK185171.

JOBST INSTITUTE, INC. ©
Idiopathic orthostatic hypotension. (In Annals of internal medicine, Oct. 1964, p.94) Appl. author: Beeson-Reichert, Inc. © 200ct64; KK188269.

JOFFE (J. A.) & CO., INC. ©
Easter plus profit novelties; chocolate break-up. 2 sheets. © 8Jan65 (in notice: 1964); KK185019.
Sugar decorations packaged in an efficient self-liquidating mailer ideal for premium use. Sheet. © 8Feb65; KK188303.

JOHN'S, INC. ©
Azaleas in bud and in bloom. Sheet. Appl. author: Bob Scott. © 5Jan65 (in notice: 1964); KK185111.
Gardenias in bud ready to bloom. Folder. Appl. author: Bob Scott. © 15Feb65 (in notice: 1964); KK186621.
Spring is alive for '65. Folder. Appl. author: Bob Scott. © 22Apr65; KK187641.

JOHNSON, PAUL E.
Farther along. See PILOT RECORD CO.

JOHNSON & JOHNSON. ©
And now there are two. (In Hospital management, Feb. 1965, p.2) © 1Feb65; KK188425.
Johnson & Johnson announces an important new division, Johnson's Professional Products Co. (In American journal of nursing, Sept. 1964, p.18-19) © 1Sep64; KK188424.
New guaranteed unbreakable Rapid-Flo filter holder. Folder. © 6Jul64; KK188647.
Relieve your convention fatigue at Chicago. (In Hospitals, July 16, 1964, p.123) © 16Jul64; KK188423.
7,007 bulk tank farm tests prove you get cleaner milk with Johnson & Johnson milk filters. (In Hoard's dairyman, June 25, 1964, p.702) © 25Jun64; KK188648.
This happens over 700,000,000 times a year; Preptic swabs. (In The A.S.T.A. journal, Sept. 1964, p.3) © 1Sep64; KK188646.

JONES, C. C. See GOOD-JO PRODUCTS.

JONES, CURTIS C. ©
Folda building. Sheet. © 5Apr65; KK187186.
Folda building. Sheet. © 20May65; KK188150.

JONES, CURTIS C. See GOOD-JO PRODUCTS.

JONES (J. M.) CO. ©
Sweet as sugar; Gingerbread House Bakery. (In Champaign-Urbana news-gazette, May 19, 1965) © 19May65; KK187989.

JOY RECORDS CORP. ©
The con soul of Floyd Morris; SL 1109. Record sleeve. © 1Feb65; KK185340.

K

K. G., INC. See GUGGENHEIM (KARL) INC.

KNM SPORTSWEAR, INC. POLAR KING. See POLAR KING.

K. T. C. See KORVETTE TIRE CENTERS.

KVP SUTHERLAND PAPER CO. ©
Grade A large; one dozen. [Head of rooster] On folding carton. (Egg carton design no.S-803) © 11Mar65; KK186649.
Grade A large; one dozen eggs. [Hand holding egg & egg cups] On folding carton. (Egg carton design no.S-808) © 20Jan65; KK186654.
Grade A medium; one dozen eggs. [Cooking utensils] On folding carton. (Egg carton design no.S-811) © 20Jan65; KK186656.
Grade A medium; one dozen eggs. [Egg halves & kitchen utensils] On folding carton. (Egg carton design no.S-812) © 11Mar65; KK186657.
Grade A medium; one dozen eggs. [Eggs & flowers] On folding carton. (Egg carton design no.S-807) © 20Jan65; KK186653.
Grade A medium; one dozen eggs. [Farmer & wife & hen sitting on nest] On folding carton. (Egg carton design no.S-809) © 20Jan65; KK186655.
Grade A medium; one dozen eggs. [Farmer & wife with children in barnyard] On folding carton. (Egg carton design no.S-806) © 11Mar65; KK186652.

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Grade A medium; one dozen eggs. [Flowers] On folding carton. (Egg carton design no.S-800) © 20Jan65; KK186647.

Grade A medium; one dozen eggs. [Ham & eggs] On folding carton. (Egg carton design no.S-804) © 20Jan65; KK186650.

Grade A medium; one dozen eggs. [Rooster] On folding carton. (Egg carton design no.S-805) © 11Mar65; KK186651.

Grade A medium; one dozen eggs. [Roosters] On folding carton. (Egg carton design no.S-802) © 20Jan65; KK186648.

[Old fashioned garden party scene] One dozen eggs. On folding carton. (Egg carton design no.S-830) © 27Apr65; KK187615.

KAHN (DAVID) INC. ©
Look in the sky; amazing Weaver ball pens. Folder. © 19Mar65; KK186643.

KAPLAN, HARRY. ©
Shu-Checker; the Shu-Checker is a foolproof device which enables you to see into the shoes and determine the proper length & width fit. (In The Philadelphia daily news, Mar. 18, 1965, p.18) © 18Mar65; KK186547.

KAPPLIN & HOLEN ADVERTISING AGENCY, INC. ©
Parkland celebrates grand opening, Chevytown. (In The Asheville times, Dec. 4, 1964, p.15) © 4Dec64; KK184953.

KATHER, ALFRED. ©
Area heaters; Automated Electric Carpet Co. Sheet. NM: revisions & additions. © 16Apr65; KK187224.

Complement your coif with Riviera hair accessorie. Sheet. NM: compilation & additions. © 19Mar65; KK186625.

Flameless electric heating; electric rug & carpet. Sheet. NM: revision & additions. © 29Dec64; KK184912.

Goodbye heel problems. Sheet. NM: additions. © 22Jan65; KK187016.

Phantom dial for clock, TV, radio calendar. Sheet. © 19Jan65; KK186624.

Space ball toy. Sheet. NM: compilation & additions. © 11Nov64; KK185359.

Umbrel-O hat, continental M-3. Sheet. © 24Feb65; KK186527.

KATHER, ALFRED C.©
Design for automatic Lectro year-round calendar; the clock. Sheet. © Alfred Kather; 19Jun65; KK188641.

Heel sole; replaceable strip prevents slip. Sheet. NM: additions & revisions. © 7May65; KK187608.

KAUFMAN, HENRI H. ©
Young business executive gives his parents a Beverly Hills Florida home for Christmas. (In The Wall Street journal, Nov. 19, 1964, p.8) © 19Nov64; KK186273.

KAWNEER CO. ©
Even hurricane forces can't make Kawneer sliding doors leak. (In Architectural & engineering news, Feb. 1965, p.40-41) © 15Feb65 (in notice: 1964); KK185604.

How important are sales and product installation training? (In Glass digest, March 1965, p.25) © 20Mar65; KK188379.

How important is a network of service centers and factories? (In Glass digest, Feb. 1965, p.41) © 20Feb65; KK185679.

How important is advertising and merchandising? (In Glass digest, May 1965, p.15) © 20May65; KK188381.

How important is customer service? (In Glass digest, Apr. 1965, p.2 of cover) © 20Apr65; KK188380.

How important is research and development? (In Glass digest, Jan. 1965, p.41) © 15Jan65; KK185678.

A Kawneer entrance, beauty that never fades and precision performance that never stops; now with Permanodic color. (In Architectural record, Feb. 1965, p.24-25) © 15Feb65; KK185775.

Scope, Permanodic color and a scope of products and services that is unequalled, help achieve your designs. (In Architectural forum, Aug.-Sept. 1964, p.18-19) © 20Aug64; KK185774.

Solves leakage problems, new Kawneer unit wall 1200 system. (In Progressive architecture, Apr. 1965, p.47) © 15Apr65; KK188382.

KAYRO-VUE PRODUCTIONS. ©
The Munsters card game; no.4531. M. Bradley Co. On wrapper. © 16Dec64; KK188546.

The Munsters jigsaw puzzle; no.4634; 100 piece. Car. Whitman Pub. Co. On box. © 27Apr65; KK188670.

Munsters jigsaw puzzle; no.4634; 100 piece. The family. Whitman Pub. Co. On box. © 27Apr65; KK188671.

KELLOGG CO. ©
April fool special; corn flakes. (In Buffalo evening news, Apr. 1, 1965, p.50) Appl. author: Leo Burnett Co., Inc. © 1Apr65; KK187260.

Bigger than both of us; sugar frosted flakes. (In The Commercial appeal, Memphis, Apr. 1, 1965, p.56) Appl. author: Leo Burnett Co., Inc. © 1Apr65; KK187259.

The bran with the youthful new taste; bran buds. Woman eating. (In The Reader's digest, Feb. 1965, p.203) Appl. author: Leo Burnett Co., Inc. © 25Jan65; KK188328.

Come on in, the eatin's fine; corn flakes. (In Life, Mar. 19, 1965, p.75) Appl. author: Leo Burnett Co., Inc. © 15Mar65; KK188346.

Cooking with Kellogg's, chocolate Scotcheroos; Rice Krispies. (In Better homes & gardens, Apr. 1965, p.46) Appl. author: Leo Burnett Co., Inc. © 16Mar65; KK188330.

Cooking with Kellogg's, ham luau; Croutettes. (In Woman's day, Apr. 1965, p.126) Appl. author: Leo Burnett Co., Inc. © 17Mar65; KK188331.

Cooking with Kellogg's, new casserole for Lent, tuna-'tato bake; corn flake crumbs. (In Good housekeeping, Mar. 1965, p.56) Appl. author: Leo Burnett Co., Inc. © 18Mar65; KK188332.

Cooking with Kellogg's; new way to serve chicken, stuffin' fryers. (In Better Homes & Gardens, June 1965, p.84) Appl. author: Leo Burnett Co., Inc. © 13May65; KK188452.

Corn-crisped chicken and 4 delightful variations; corn flake crumbs. (In Life, Jan. 15, 1965, p.53) Appl. author: Leo Burnett Co., Inc. © 11Jan65; KK185483.

Crisp, corny and berry delicious; corn flakes. (In Life, Apr. 16, 1965, p.5) Appl. author: Leo Burnett Co., Inc. © 12Apr65; KK187263.

Did you see this Kellogg's corn flakes advertisement in this issue? (In Life, Feb. 5, 1965, p.68A) Appl. author: Leo Burnett Co., Inc. © 1Feb65; KK185489.

Did you see this Kellogg's corn flakes advertisement in this issue? Corn flakes tag. [Marble shooter] (In Life, Apr. 30, 1965, p.13) Appl. author: Leo Burnett Co., Inc. © 26Apr65; KK188448.

Did you see this Kellogg's corn flakes advertisement in this issue? Corn flakes tag. [Milk & blueberries] (In Life, May 14, 1965, p.147) Appl. author: Leo Burnett Co., Inc. © 10May65; KK188459.

Did you see this Kellogg's corn flakes advertisement in this issue? Corn flakes tag. [Schoolteacher] (In Life, Mar. 5, 1965, p.113) Appl. author: Leo Burnett Co., Inc. © 1Mar65; KK188342.

Did you see this Kellogg's corn flakes advertisement in this issue? Corn flakes tag, ready, aim crunch. (In Life, Feb. 19, 1965, p.15) Appl. author: Leo Burnett Co., Inc. © 15Feb65; KK188338.

Did you see this Kellogg's corn flakes advertisement on page 5? (In Life, Apr. 16, 1965, p.80) Appl. author: Leo Burnett Co., Inc. © 12Apr65; KK187262.

Did you see this Kellogg's corn flakes advertisement on page 14? (In Life, Apr. 2, 1965, p.91) Appl. author: Leo Burnett Co., Inc. © 29Mar65; KK187261.

Did you see this Kellogg's corn flakes advertisement on page 75? Corn flakes tag, come on in. (In Life, Mar. 19, 1965, p.94) Appl. author: Leo Burnett Co., Inc. © 15Mar65; KK188345.

Did you see this Kellogg's frosted flakes advertisement on page 7? Sugar frosted flakes tag. [Piano] (In Life, Mar. 12, 1965, p.97) Appl. author: Leo Burnett Co., Inc. © 8Mar65; KK188344.

Did you see this Kellogg's Rice Krispies advertisement in this issue? Rice Krispies tag. [Banana-sugar] (In Life, Feb. 26, 1965, p.87) Appl. author: Leo Burnett Co., Inc. © 22Feb65; KK188340.

Did you see this Kellogg's Rice Krispies advertisement on page 9? (In Life, Apr. 9, 1965, p.75) Appl. author: Leo Burnett Co., Inc. © 5Apr65; KK187264.

Did you see this Kellogg's rice krispies advertisement on page 13? Rice krispies tag. (In Life, May 21, 1965, p.93) Appl. author: Leo Burnett Co., Inc. © 17May65; KK188457.

Did you see this Kellogg's Special K advertisement in this issue? (In Life, Feb. 12, 1965, p.64) Appl. author: Leo Burnett Co., Inc. © 8Feb65; KK185490.

Did you see this Kellogg's special K advertisement in this issue? Special K tag. [Business man] (In Life, June 4, 1965, p.12) Appl. author: Leo Burnett Co., Inc. © 31May65; KK188455.

Did you see this Kellogg's special K advertisement in this issue? Special K tag. [Family] (In Life, May 7, 1965, p.114) Appl. author: Leo Burnett Co., Inc. © 3May65; KK188450.

Did you see this Kellogg's Special K advertisement in this issue? Special K tag. [Tennis player] (In Life, Mar. 26, 1965, p.101) Appl. author: Leo Burnett Co., Inc. © 22Mar65; KK188348.

Free milk money. Milk'n cereal. (In Life, May 28, 1965, p.37) Appl. author: Leo Burnett Co., Inc. © 24May65; KK188456.

Fresh 'n flakey, crisp 'n corny, and golly good; corn flakes. (In Life, Jan. 22, 1965, p.6) Appl. author: Leo Burnett Co., Inc. © 18Jan65; KK185486.

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KELLOGG CO.-Con.

Fun for kids, Toucan Sam stuffed toy; Froot Loops. (In News-tribune, Dec. 6, 1964, comics, p.3) Appl. author: Leo Burnett Co., Inc. © 6Dec64; KK185479.

Having trouble with weight control? Special K. [Skiers at breakfast] (In Life, Feb. 12, 1965, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 8Feb65; KK185481.

Having trouble with weight control, Special K. Tennis player. (In Life, Mar. 26, 1965, p.77) Appl. author: Leo Burnett Co., Inc. © 22Mar65; KK188347.

Having trouble with weight control? Special K breakfast. Businessman. (In Life, June 4, 1965, p.6) Appl. author: Leo Burnett Co., Inc. © 31May65; KK188451.

Having trouble with weight control? Special K breakfast. Family. (In Life, May 7, 1965, p.107) Appl. author: Leo Burnett Co., Inc. © 3May65; KK188449.

Hoorah for the crisp, white & blue; corn flakes. Crisp-white. (In Life, May 14, 1965, p.8) Appl. author: Leo Burnett Co., Inc. © 10May65; KK188453.

How to see Europe for only $500 a day; Frosted Flakes. (Max Shulman for Kellogg's) (In The Daily Illini, Mar. 31, 1965, p.5) Appl. author: Leo Burnett Co., Inc. © Kellogg Co. & Max Shulman; 31Mar65; KK187921.

If you like good chin music, string along with Rice Krispies. Music lover. (In Life, Jan. 15, 1965, p.5) Appl. author: Leo Burnett Co., Inc. © 11Jan65; KK185482.

Is how rice might have said good morning a thousand years ago; Rice Krispies. [Banana & napkin by bowl] (In Ebony, Feb. 1965, p.19) Appl. author: Leo Burnett Co., Inc. © 17Jan65; KK185485.

Is irregularity a problem; all-bran. (In The Reader's digest, Jan. 1965, p.213) Appl. author: Leo Burnett Co., Inc. © 25Dec64 (in notice: 1965); KK188326.

Kellogg's corn flakers species americornus, judge; more judges pass down a friendly verdict on Kellogg's corn flakes. (In Life, Apr. 2, 1965, p.14) Appl. author: Leo Burnett Co., Inc. © 29Mar65; KK188349.

Kellogg's corn flakers species americornus, schoolteacher; more teachers make the grade with Kellogg's corn flakes. (In Life, Mar. 5, 1965, p.89) Appl. author: Leo Burnett Co., Inc. © 1Mar65; KK188341.

The little gold box, how it helps you balance your diet every day without a single chart; Concentrate. Gold box. (In The Reader's digest, Jan. 1965, p.236) Appl. author: Leo Burnett Co., Inc. © 25Dec64 (in notice: 1965); KK188327.

Live it up, corn it up, sweeten it up; sugar frosted flakes. French horn. (In Life, Apr. 23, 1965, p.2) Appl. author: Leo Burnett Co., Inc. © 19Apr65; KK188446.

Live it up, corn it up, sweeten it up; sugar frosted flakes. Party horn. (In Life, Jan. 29, 1965, p.7) Appl. author: Leo Burnett Co., Inc. © 25Jan65; KK185487.

Live it up, corn it up, sweeten it up; sugar frosted flakes. Piano. (In Life, Mar. 12, 1965, p.7) Appl. author: Leo Burnett Co., Inc. © 8Mar65; KK188343.

Max Shulman for Kellogg's, it's so peaceful in the country; Rice Krispies. (In The Oklahoma daily, Mar. 10, 1965, p.2) Appl. author: Leo Burnett Co., Inc. © Kellogg Co. & Max Shulman; 10Mar65; KK188325.

Max Shulman for Kellogg's, the family that wakes together aches together; variety. (In Connecticut daily campus. Feb. 24, 1965, p.3) Appl. author: Leo Burnett Co., Inc. © Kellogg Co. & Max Shulman; 24Feb65; KK188333.

Max Shulman for Kellogg's, three true and traumatizing tales; corn flakes. (In The Oklahoma daily, Mar. 17, 1965, p.9) Appl. author: Leo Burnett Co., Inc. © Kellogg Co. & Max Shulman; 17Mar65; KK188335.

Max Shulman for Kellogg's, weight till the sun shines, Nellie; Special K. (In The Daily Texan, Mar. 3, 1965, p.4) Appl. author: Leo Burnett Co., Inc. © Kellogg Co. & Max Shulman; 3Mar65; KK188334.

The modern bran with the youthful new taste; bran buds. (In Redbook magazine, Apr. 1965, p.10) Appl. author: Leo Burnett Co., Inc. © 18Mar65; KK188329.

More folks giddy-up and go with Kellogg's corn flakes than any other cereal in the world. Cowgirl. (In Life, June 11, 1965, p.21) Appl. author: Leo Burnett Co., Inc. © 7Jun65; KK188454.

More kids get rollin' with Kellogg's corn flakes than any other cereal in world. Marble shooter. (In Life, Apr. 30, 1965, p.6) Appl. author: Leo Burnett Co., Inc. © 26Apr65; KK188447.

More people pour milk of one kind or another on Kellogg's corn flakes than on any other cereal. 50th Stater. (In Life, Feb. 5, 1965, p.41) Appl. author: Leo Burnett Co., Inc. © 1Feb65; KK185488.

More reluctant piano players tune up with Kellogg's corn flakes than with any other cereal. (In Life, Jan. 8, 1965, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 4Jan65; KK185484.

Names my mother called me; Concentrate. (Max Shulman for Kellogg's) (In The Daily Illini, Apr. 8, 1965, p.7) Appl. author: Leo Burnett Co., Inc. © Kellogg Co. & Max Shulman; 8Apr65; KK187920.

Oops, we goofed; Pop Tarts. [Hands holding broken cracker] (In The Plain dealer, Dec. 30, 1964, p.12) Appl. author: Leo Burnett Co., Inc. © 30Dec64; KK185480.

Printed up there in the mother tongue of rice are three words; rice krispies. Strawberry-bird. (In Life, May 21, 1965, p.13) Appl. author: Leo Burnett Co., Inc. © 17May65; KK188458.

Ready, aim, crunch, the best to you each morning; corn flakes. (In Life, Feb. 19, 1965, p.8) Appl. author: Leo Burnett Co., Inc. © 15Feb65; KK188337.

A rice time was had by all; Rice Krispies. Pajama party. (In Life, Apr. 9, 1965, p.9) Appl. author: Leo Burnett Co., Inc. © 5Apr65; KK187265.

San Leandro, you're an ace of a place; corn flakes. (In Morning news, Dec. 25, 1965, annual progress ed., p.A-16) Appl. author: Leo Burnett Co., Inc. © 25Dec64; KK185478.

They're back at your grocer's and better than ever; Pop-Tarts. (In Akron beacon journal, Feb. 21, 1965, p.13) Appl. author: Leo Burnett Co., Inc. © 21Feb65; KK187258.

Today's rice speaks up with new authority; Rice Krispies. Banana-sugar. (In Life, Feb. 26, 1965, p.65) Appl. author: Leo Burnett Co., Inc. © 22Feb65; KK188339.

Yes we now have bananas; corn flakes. Introduction. (In Moline dispatch, Mar. 9, 1965, p.16) Appl. author: Leo Burnett Co., Inc. © 9Mar65; KK188350.

A youthful new taste now brightens your bran; bran buds. (In Redbook, Feb. 1965, p.85) Appl. author: Leo Burnett Co., Inc. © 21Jan65; KK188336.

KELLOGG SUPPLY CO., INC. ©

Kellogg's presents King Nitrohumus. (In Pacific coast nurseryman and garden supply dealer, Apr. 1965, p.9) © 8Apr65; KK187239.

KENLIN MANUFACTURING CO. ©

Adjust-A-Matic no.700 bed canopy frame; instructions for assembly. Sheet. © 22Feb65; KK186829.

KENT (ROGER W.) & CO., INC. ©

Now, faster sales, greater profits. C-L-M. Folder. © 26Apr65; KK188133.

KENT FEEDS, INC. ©

Nitrate/nitrite checked precision; Kent cattle feeding pays. On bag. © 15Feb65; KK186206.

KENTUCKY FRIED CHICKEN CORP. ©

You can tie onto the world's best profit team. 1 v. NM: additions. © 22Oct64; KK187543.

KENYON, KEITH E. See ROYAL GAMES.

KERR, JAMES WILFRID. ©

Sandias from Placitas. Artist: James Wilfrid Kerr; lithographed by Starline Corp. Folder. (Southwestern art series, no. 1) © 22Jun65; KK188805.

KIEKHAEFER CORP.

Your Mercury dealer invites you to compare. [Outboard motor] (In Chicago tribune, Apr. 30, 1965, section 3, p.9) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 30Apr65; KK188136.

KIM-KO CORP. ©

Ludwig's Beep for breakfast, fruit flavored drink; one quart liquid. On folding carton. NM: revision. © 28Jun62; KK184853.

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Decorated bottle assortment no.9710 by Thermos. Sheet. © 31Mar65; KK186921.

Genuine Thermos brand lunch kits of lifetime polypropylene. Sheet. © 7Dec64; KK185284.

Molded polpropylene genuine Thermos brand school kit; no.5542. Sheet. © 22Apr65; KK187891.

New arrival, hottest TV character yet, Soupy Sales; genuine Thermos brand school kit; no.6117. Sheet. © 19May65; KK188435.

Outselling all other lines combined, again top rated network TV shows will promote genuine Thermos brand school lunch kits in '65. Folder. © 31Mar65; KK187892.

Thermos picnic kit; contains quart size Thermos brand vacuum bottles. On wrapper. © 28Apr65; KK187889.

Thermos portable coolers. On wrapper. © 30Apr65; KK187890.

Thermos prairie schooner, new externally framed tent for family style camping. Sheet. © 6Jan65 (in notice: 1964); KK184862.

KING-SEELEY THERMOS CO. THERMOS DIVISION.

Thermos vacuum bottle & kit price list. Sheet. © King-Seeley Thermos Co. (in notice: Thermos Division, King-Seeley Thermos Co.); 22Feb65; KK186920.

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KINGSPORT PRESS, INC. ©
Here's what Kingsport Press binding facilities offer you. (In Publishers' weekly, Apr. 5, 1965, p.99-102) © 5Apr65; KK188686.

New from Kingsport Press, KP's Futuratone black process. (In Publishers' weekly, Jan. 4, 1965, p.75-78) © 4Jan65; KK188687.

Whether you want a short run or a long run, the Kingsport Press's complete offset facilities are geared to do either job. (In Publishers' weekly, Feb. 1, 1965, p.115-118) © 1Feb65; KK188688.

KINKEAD INDUSTRIES, INC. ©
The new fashion in carpet grippers is color. (In Modern floor covering, Aug. 1964, p.15) © 10Aug64; KK185680.

KLEIN PEST CONTROL CO. ©
Rat feast. On wrapper. © 24Apr65; KK187678.

KLOPMAN MILLS, INC. ©
Easy Living stretch. Card. © 31Oct64; KK185609.

A fabric you can lean on by Klopman; Hi-Sign is a Klopman fabric. Card. © 31Jul64; KK185612.

A fabric you can lean on by Klopman; this is a Klopman fabric with Old Dominion Finish. Card. © 31Aug64; KK185611.

Lean on Klopman Easy Living stretch twill check. Card. © 31Aug64; KK185610.

KNOPP.
Festival 200. See SCHROEDER BROS. CORP.

KNUDSEN CREAMERY CO. ©
Farmer's chop suey; Hampshire sour cream. (In Los Angeles herald-examiner, May 11, 1965, p.A-15) Appl. author: Grey Advertising, Inc. © 11May65; KK188795.

KOCHANSKY, NICHOLAS.
Screen density and color guide, offset printing. See SCHOLASTIC MAGAZINES, INC.

KOCZAN, SILVESTER. ©
Instructions, auto body men; use a pair of tin shears, cut this disc along or between the lines. © 30Sep64; KK184835.

KORVETTE TIRE CENTERS.
Annual sale of genuine factory seconds. (In Sunday news, New York, Jan. 31, 1965, p.86-87) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 31Jan65; KK185399.

Come to E. J. Korvette for tires unlimited. (In Sunday news, New York, Apr. 25, 1965, p.108-109) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 25Apr65; KK187842.

Come to E. J. Korvette ... get your snow tires. (In Sunday news, New York, Dec. 13, 1964, p.110) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 13Dec64; KK184869.

4 day sale; great tire & auto centers. (In Plainfield courier-news, Mar. 10, 1965, p.8) Appl. author: Blue Tire City Corp. © K. T. C. a.a.d.o. Korvette Tire Centers; 10Mar65; KK186990.

Let Korvette specialists turnpike proof your car. (In Sunday news, New York, May 9, 1965, p.96-97) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 9May65; KK187841.

1 day sale, Monday only; any type tire, any size, one incredible price. (In Sunday news, New York, May 2, 1965, p.118) © Korvette Tire Centers a.a.d. Tire City Corp.; 2May65; KK187840.

The world's finest tires at Korvette sale prices. (In Sunday news, New York, May 23, 1965, p.112-113) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 23May65; KK188289.

The world's finest tires at Korvette sales prices; safety proof your car. (In Sunday news, New York, Mar. 14, 1965, p.106-107) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 14Mar65; KK186806.

KOWALL SPECIALTY CO. ©
Kiddie record disc. Sticker. © 15Jun64; KK188578.

KRENZ & CO., INC. ©
Stop air contamination with popular Krenz-Vent, automatic ventilating system for your buildings. Folder. © 28Dec64; KK185121.

KRIZAN, BELVA LOU. See BELVA LOU ORIGINALS.

KRIZAN, JOSEPH H. See BELVA LOU ORIGINALS.

KROEHLER MANUFACTURING CO. ©
Sofas with a secret. (In American home, Oct. 1962, p.5) © 20Sep62; KK185905.

KUSAN, INC. ©
Toy tales for success seekers. 1 v. © 1Mar65; KK186998.

L

L & F PRODUCTS DIVISION, LEHN & FINK PRODUCTS CORP. See LEHN & FINK PRODUCTS CORP. L & F PRODUCTS DIVISION.

L. S. P. CO. ©
Try these, they really work; gives any glasses a new spring-like cling, Sta-Secure. Appl. author: Max A. Sklower. © 13Aug64; KK188267.

LAKELAND NURSERIES SALES CORP. ©
Amazing new climbing strawberry shoots up to 5 feet high; U. S. plant patent no.2230. Sheet. © 1Mar65; KK187682.

News from Lakeland. © 1Jan65; KK187683.

Now you can grow these amazing tree tomatoes. Sheet. © 7Jan65; KK185292.

LAKESIDE INDUSTRIES, INC. LAKESIDE TOYS. See LAKESIDE TOYS.

LAKESIDE TOYS.
Gumby's pal Pokey; no.8102. Card. © Lakeside Industries, Inc. (in notice: Lakeside Toys, division of Lakeside Industries, Inc.); 19Feb65; KK187876.

LAND OF SKI.
The finest ski glove in America. Sheet. © Joseph J. McElhinney d.b.a. Land of Ski; 15Oct64; KK185800.

LANGFELD, BEATRICE. See DANBY FARM.

LANGFELD, DANIEL. See DANBY FARM.

LANTZ (WALTER) PRODUCTIONS, INC. ©
Here's flannel board play; 35 push-out pieces; 6016:100. Saalfield Pub. Co. On folding carton. © 19May65; KK188813.

Rub a pencil, surprise pictures will appear; 5024:100. Authorized ed. Saalfield Pub. Co. On wrapper. © 26Jan65; KK188806.

LANVIN PARFUMS. ©
Fun begins with Arpege; Arpege in the new perfume Natural Spray. Blurred face. (In Mademoiselle, Nov. 1964, p.123) Appl. author: Foote, Cone & Belding. © 29Oct64; KK184850.

Fun begins with Arpege. One eyed girl. (In Glamour, Mar. 1965, p.51) Appl. author: Foote, Cone & Belding. © 22Feb65; KK186912.

Mommy, don't cry, I'm sure Daddy's giving you Arpege. Little girl crying. (In The New Yorker, May 1, 1965, p.5) Appl. author: Foote, Cone & Belding. © 29Apr65; KK187567.

Now, fragrance you can feel, a Veil of Arpege. [Nude female] (In Glamour, Apr. 1965, p.73. Appl. author: Foote, Cone & Belding. © 22Mar65; KK186687.

Now, fragrance you can feel; A Veil of Arpege. [Nude female] (In The Milwaukee journal, Apr. 11, 1965, p.15) Appl. author: Foote, Cone & Belding. © 11Apr65; KK187431.

Want to start something? Start with Arpege. Girl, hand on hair. (In Seventeen, Dec. 1964, p.27) Appl. author: Foote, Cone & Belding. © 24Nov64; KK185820.

Want to start something? Start with Arpege. [Smiling girl in knitted sweater] (In Seventeen, Nov. 1964, p.33) Appl. author: Foote, Cone & Belding. © 27Oct64; KK185821.

LARGE, PHILLIP M.
Decor-accent; DS-20, candle & crystal. Sheet. © M. Large; 25Jan65; KK185472.

LARSON, CLIFFORD T. ©
Mar-Tone beauty glaze for marble and formica; net contains 16 oz. avoir. On wrapper. © 1Feb65; KK185473.

LASKY CO. ©
Nothing excites, intrigues, fascinates and sells like color when used properly in your printing. Folder. © 15Mar65 (in notice: 1964); KK187175.

LATHAM BAG & PAPER CORP. ©
The facts on the first inside page of this pamphlet may not even raise an eyebrow. Folder. Appl. author: James A. Bullock. © 27May65; KK188784.

LEARNING GAMES ENTERPRISES CO. ©
Hablo, game for all ages; fun learning Spanish. Appl. author: Juanita Bryson. © 29Apr65; KK187962.

LEAVENWORTH FRUIT CO. ©
Jolly Bear apples. On box. © 26Oct64; KK185072.

LEE (H. D.) CO., INC. ©
Lady Lee Leens. Card. © 15Mar65; KK186489.

Lady Lee stretch shorts. Folder. © 10Feb65; KK185529.

Lee-Prest permanent crease slacks; Lee Leens. Card. © 2Jan65; KK184940.

Letterman cords for little fellers. Sheet. © 29Mar65; KK186854.

LEES (JAMES) & SONS CO. ©
Beware, sometimes the swatch is better than the carpet. (In The New Yorker, Mar. 13, 1965, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 10Mar65; KK186461.

Congratulations, bargain carpet, you've lasted a year. (In Syracuse post-standard magazine, Feb. 21, 1965, p.4) Appl. author: Doyle Dane Bernbach, Inc. © 21Feb65; KK187395.

4 common carpet tests. (In Life, Mar. 26, 1965, p.115) Appl. author: Doyle Dane Bernbach, Inc. © 23Mar65; KK187061.

If Mill A and Mill B made a carpet from the exact same specs, would you get the exact same carpet? (In Architectural record, Dec. 1964, p.202) Appl. author: Doyle Dane Bernbach, Inc. © 28Nov64; KK185211.

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LEES (JAMES) & SONS CO.-Con.
Lees makes carpets in 43 other greens, too. (In House & garden, Mar. 1965, p.37) Appl. author: Doyle Dane Bernbach, Inc. © 25Feb65; KK185491.
To this sheep, Lees says bah. (In The Courier-journal magazine. Feb. 21, 1965, p.18) Appl. author: Doyle Dane Bernbach, Inc. © 21Feb65; KK186468.

LEHN & FINK PRODUCTS CORP. L & F PRODUCTS DIVISION. ©
Lysol protects against odors that linger even in spotless looking homes. (In New home journal, summer 1965, p.22) © 1Apr65; KK186964.
Lysol spray expands its lead in household deodorizer sales. (In Supermarket news, May 10, 1965, p.125) © 10May65; KK188690.
Lysol spray moves to first place in household deodorizer sales. (In Discount store news, Jan. 11, 1965, p.18) © L & F Products Division, Lehn & Fink Products Corp.; 11Jan65; KK186258.
Medi-Quik is the leader. (In Drug topics, Apr. 5, 1965, p.101) © 5Apr65; KK186966.

LENNEMANN, LEONA M. ©
Sole-Saver gives fashion under foot. Sticker. © 4Dec64; KK184981.

LEONARDO-T.T.V. ©
Underdog game; no.4513. M. Bradley Co. On wrapper. © 30Dec64; KK188540.

LEWIS, JAMES. ©
Jima Nikki's, have you ever had a nutburger? Folder. © 28May65; KK188383.

LIFT-ALL CO., INC. ©
Extra improved plow steel wire rope slings. Sheet. (Bulletin WR-2) Appl. author: Foltz-Wessinger, Inc. © 13Apr65; KK187204.
Permaloc, a safe, permanent, efficient wire rope splice. Sheet. (Bulletin WR-1) Appl. author: Foltz-Wessinger, Inc. © 13Apr65; KK187202.
Woven wire slings. Folder. (Bulletin WM-1) Appl. author: Foltz-Wessinger, Inc. © 1Feb65; KK185329.

LILY-TULIP CUP CORP. ©
Sherbet design no.016WN6C. [Various fruits] On cup. © 19Jan65; KK186490.

LIN-BROOK HARDWARE. ©
Jumbo decorative bark, clean, colorful, fragrant; contents 3 cu. ft. by volume. On bag. © 3May65; KK188488.
Super humus, a genuine forest humus composed of fir bark from the high Sierras; contents 1 cu. ft. by volume. On bag. © 3Mar65; KK188487.

LISTEN & LEARN RECORD CO. ©
Let's play traffic cop. Record sleeve. (Children's classic series, B-202) © 14Jul64; KK186301.

LOBELL (LANA) INC. BAZAAR INTERNATIONAL. See BAZAAR INTERNATIONAL.

LOCKE MANUFACTURING CO. ©
Here's how the gracious beauty of authentic, custom crafted wrought iron adds new architectural elegance to your home. Folder. © 15Feb65; KK187306.
Mr. Dealer, select the Uni-T offer that fits your store, your market. Sheet. Appl. author: Topper & Associates. © 1Feb65; KK185439.
Ten pieces rail topper free. Sheet. Appl. author: Topper & Associates. © 1Feb65; KK185436.
Uni-T adjustable railings, columns — exciting news. Sheet. © 1Feb65; KK185437.

LOH, GEORGE.
How far will they have to look for another Bob Pettit? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
How long before the next Wilma Rudolph comes along? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
How many kids will become 20 game winners like Robin Roberts? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
How many kids will win the U. S. Open like Ken Venturi? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
When will tennis have another Bill Talbert? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
Where are the Art Tokles of the future? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

LONGLIFE FISH FOOD PRODUCTS.
Most nutritious flakes; most nutritious of all; BiOrell. (In Pet industry, Mar. 1965, p.35 & 39) © Longlife Fish Food Products, division of Sternco Industries, Inc.; 1Mar65; KK188157.
New 2 oz. BiOrell deal pack, pay for 5 cans of BiOrell, get the 6th free; flake food for tropicals. (In The Pet dealer) © Longlife Fish Food Products, division of Sternco Industries, Inc.; 16Nov64; KK185528.

LORILLARD (P.) CO. ©
Treat your taste kindly with Kent, the cigarette with the new micronite filter. (In Life, June 28, 1963, p.62) © 28Jun63; KK188284.

LORMAC.
The way; The way is a true-to-the-Bible game illustrating the way of salvation. Folder. © Herbert (NMI) Motz d.b.a. Lormac; 8Mar65; KK188181.

LOWE (JOE) CORP. ©
Creamsicle; save for swell gifts. Sheet. Appl. author: Arnold M. Storfer. © 20Mar65; KK188035.
Fudgsicle Space-Shots; 12 pak. Card. Appl. author: Arnold M. Storfer. © 20Dec64; KK188038.
Fudgsicle Space-Shots; varied space shaped frozen stick confections; 12 pak. Card. Appl. author: Arnold M. Storfer. © 20Dec64; KK188042.
Good 'n cool; Popsicle. Sheet. Appl. author: Arnold M. Storfer. © 20Mar65; KK188037.
The happiness treat; Fudgsicle. Sheet. Appl. author: Arnold M. Storfer. © 20Mar65; KK188039.
If you like pie a-la-mode, you'll love Mr. Apple tangy apple sherbet center. Sheet. Appl. author: Arnold M. Storfer. © 28Dec64; KK188036.
Popsicle. [Sailboats] Sheet. Appl. author: Arnold M. Storfer. © 16Apr65; KK188041.
Presenting delicious. Sheet. Appl. author: Arnold M. Storfer. © 1Apr65; KK188040.

LUBY CHEVROLET CO., INC. ©
Luby-guard used cars. (In The Boston globe, Feb. 18, 1965, p.39) © 18Feb65; KK185747.

LUXOR LIGHTING PRODUCTS, INC. ©
Arc-Escent indoor-outdoor lamps; lamp construction R-57. Sheet. © 12Jun64 (in notice: 1959); KK182111.
Bring natural light indoors with Luxor's Magnalux fluorescent. Folder. © 5Jun65; KK188834.
Color in a revolutionary new lightweight PAR-38. Sheet. © 5Feb65; KK185377.
Luxor presents the Galaxy fixture; versatile, decorative and different. Sheet. © 5Jun65; KK188833.
Magnalux fluorescent created through spectro-radiometry. Folder. © 28Jan65; KK185280.
Utility lamps proved dependable for more than 8,000 hours. Sheet. © 30Apr65; KK187562.
Your yellow and green vegetables look better, sell better under Luxor's produce lamps. Sheet. © 14Dec64; KK185057.

LYLE, M. ©
Vision Superior, invisible safe-t holder; stops sliding, loose eyeglasses. Card. © 23Jan65; KK185744.

M

MSL INDUSTRIES, INC. CENTURY LABORATORIES. See CENTURY LABORATORIES.

M/T MANUFACTURING & SUPPLY CO. ©
The new revolutionary Emteeco burglar and vandal resistant telephone booths and conversion kits. 11 p. Appl. author: John C. Torbett. © 26Jan65; KK185545.

MCCANN, THOMAS P. ©
Top Banana game. On wrapper. © 11May65; KK188243.

MACCLEOD, WILLIAM.
Study to learn. See EDUCATIONAL RESOURCE SERVICES.

MCCORMICK & CO., INC. ©
Look who's cooking like a gourmet now. (In Woman's day, Apr. 1962, p.83F) © 22Mar62; KK187526.
Msg, pure monosodium glutamate; 1 oz. net wt. On wrapper. © 18Mar65; KK187172.
Now will you believe I'm a gourmet cook? (In Woman's day, Sept. 1962, p.96) © 21Aug62; KK187525.
Schilling chicken gravy mix; 7/8 oz. net wt. On bag. © 3May65; KK188356.
Schilling mushroom gravy mix; 3/4 oz. net wt. On bag. © 3May65; KK188355.

MCCOURT, ROBERT E. ©
I drove a '65 Ford Mustang. Folder. © 16Jun65; KK188783.

MCDONALD SALES CORP. ©
If you're toying with buying a color TV ... read this; RCA Victor is the father image of color TV. (In The Times-picayune, New Orleans, Apr. 4, 1965, p.24) Appl. author: Trahey Advertising, Inc. © 4Apr65; KK187187.

MCDONNELL, ARTHUR. COMPANIA CERVECERA DE CAROLINA. See COMPANIA CERVECERA DE CAROLINA.

MCELHINNEY, JOSEPH J. See LAND OF SKI.

MCGOWAN, DON. ©
MFA. Sheet. © 19Feb65; KK185792.

MCGOWN (PEARL K.) INC. ©
Dear HooKrafTsman. Sheet. © 15Jan65; KK187213.
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Meet Mac O'Toole, he's Boston-geared. (In Southwestern purchasing agent, Apr. 1965, p.44) © 1Apr65 (in notice: 1964); KK188444.

MCHUTCHISON. ©
Plant award winning iris now; a Mac-Pak product. Poster. Appl. author: Sweeney, Krist & Dimm. © 18Jun65; KK188841.

MCILHENNY CO. ©
The art of seasoning barbecue; Tabasco. Easy barbecue sauce. (In McCall's, June 1965, p.36) App. author: Knox Reeves-Fitzgerald Advertising. © 20May65; KK188583.
The art of seasoning eggs; Tabasco scrambled eggs. (In Ebony, Feb. 1965, p.34) Appl. author: Knox Reeves-Fitzgerald Advertising. © 17Jan65; KK185345.
The art of seasoning salads; Tabasco. (In Better homes & gardens, May 1965, p.138) Appl. author: Knox Reeves-Fitzgerald Advertising. © 15Apr65; KK187732.
Investment in your kitchen, dividends at your tables; Tabasco brand pepper sauce. (In American restaurant hospitality, Jan. 1965, p.4) Appl. author: Knox Reeves-Fitzgerald Advertising. © 1Jan65; KK186604.
Just in case Bobby Vinton drops in for dinner; his favorite barbecue sauce is seasoned with Tabasco. (In Seventeen, Apr. 1965, p.200) Appl. author: Knox Reeves-Fitzgerald Advertising. © 30Mar65; KK187243.
The label on the back of every Tabasco bottle tells your customers; circle number 184. (In Hospitality, May 1965, p.4) Appl. author: Knox Reeves-Fitzgerald Advertising. © 1May65; KK188482.
New tuna-'tato bake; Tabasco. (In The American home, Mar. 1965, p.3) Appl. author: Knox Reeves-Fitzgerald Advertising. © 16Feb65; KK187731.
Your customers spend more to have Tabasco flavor in their homes; pepper sauce. (In American restaurant/hospitality, Mar. 1965, p.7) Appl. author: Knox Reeves-Fitzgerald Advertising. © 1Mar65; KK187057.

MCINTYRE, MARJORIE. ©
Happy decorating. Card. © 4Jan65; KK187003.

MCMENEMY ADVERTISING, INC. ©
It's 5 times safer, when you ride steel. Sheet. © 26Mar65; KK187156.
Weather like this ahead? Ride steel. Sheet. © 26Mar65; KK187155.

MCNALLY, WALTER. See MCNALLY'S SHOES.

MCNALLY'S SHOES.
Most foot problems are created by either of these conditions. Card. © Walter McNally d.b.a. McNally's Shoes; 15May64; KK186283.

MAGIC WAND CORP. ©
Magic Princess paper doll in living sound & color; no.1010:129. On box. © 24Dec64; KK186658.

MAGNAFLUX CORP. ©
Find cracks, leaks, low cost Zyglo ZA-43 fluorescent penetrant test kit. Folder. Appl. author: Griswold-Eshleman Co. © 1Feb64; KK165137.
Take the cost of guesswork out of your inspection, find cracks fast with Spray-On Spotcheck. Folder. NM: revisions. Appl. author: Griswold-Eshleman Co. © 1Jul64; KK185138.

MAIDENFORM, INC. ©
Brief, bare, beautiful; Dream-Aire by Maidenform, a collection of six new bras with plenty of hold and mold. (In Los Angeles herald-examiner, Feb. 10, 1965, p.D3) Appl. author: Norman, Craig & Kummel, Inc. © 10Feb65; KK186492.
Brief, bare, beautiful; Dream-Aire by Maidenform ... new bras with plenty of hold and mold. (In Women's wear daily, Dec. 24, 1964, section 2, p.6-7) Appl. author: Norman, Craig & Kummel, Inc. © 24Dec64 (in notice: 1965); KK185022.
I dreamed I lived in a castle in Spain in my Maidenform bra. (In McCall's, Mar. 1965, p.18) Appl. author: Norman, Craig & Kummel, Inc. © 23Feb65; KK186785.
Keep your eye on Maidenform; this new Never-the-Less girdle. (In McCall's, Apr. 1965, p.18) Appl. author: Norman, Craig & Kummel, Inc. © 23Mar65; KK186639.
Let yourself show, Maidenform's Sweet Nothing bras. (In Chicago tribune, May 18, 1965, section 2, p.6) Appl. author: Norman, Craig & Kummel, Inc. © 18May65; KK188126.
Let yourself show, Maidenform's Sweet Nothing bras. (In Life, May 21, 1965, p.R-3) Appl. author: Norman, Craig & Kummel, Inc. © 21May65; KK188127.
The most comfortable way to control your figure, Maidenform's maternity girdle. (In My baby, Mar. 1965, p.10) Appl. author: Norman, Craig & Kummel, Inc. © 25Feb65; KK185948.

MAIDENFORM SPORTSWEAR, INC. ©
Get into the swing of things with Sportmaker separates. (In Women's wear daily, May 19, 1965, p.19) Appl. author: Norman, Craig & Kummel, Inc. © 19May65; KK188129.
Ready to embark; Sportmaker See-Shirts for sea days and shower days. (In Women's wear daily, Jan. 6, 1965, p.45) Appl. author: Norman, Craig & Kummel, Inc. © 6Jan65; KK185324.
Sportmaker forecasts the new See-Shirts for sea days or sun days. (In California apparel news, Jan. 1, 1965, p.75) Appl. author: Norman, Craig & Kummel, Inc. © 1Jan65; KK185325.
What a party you'll have with Sportmaker separates. (In Women's wear daily, June 2, 1965, section 2, p.3) Appl. author: Norman, Craig & Kummel, Inc. © 2Jun65; KK188589.

MALCO MANUFACTURING, INC. ©
Rain Gutter for convertibles. Card. © 1Apr65; KK188230.

MALTA HATUEY DIVISION, BACARDI IMPORTS, INC. See BACARDI IMPORTS, INC. MALTA HATUEY DIVISION.

MANHEIM MANUFACTURING & BELTING CO. ©
Super Veelos, the link V-belt. Sheet. Appl. author: Foltz-Wessinger, Inc. © 12Apr65; KK187203.

MANN RANCH. ©
Here's a proof; Keep-a-press mobile point-of-sale. 2 cards. © 20Oct64; KK186900.
Stop the press. (In Earnshaw's, Sept. 1964, p.8) © 28Aug64; KK185504.

MANUFACTURERS' COUNCIL OF NEW BRITAIN, CONN.
His future in New Britain? (In New Britain herald, Jan. 26, 1965, p.3) Appl. author: Bozell & Jacobs, Inc. © Manufacturers' Council of New Britain; 26Jan65; KK185204.

MANUFACTURERS MDSE. MART. ©
Introducing See-Write, the amazing modern pen that lets you write in the dark. Sheet. Appl. author: Y. Brevda. © 27Nov64; KK184878.

MANY BLANC & CO. ©
The ABC of DuBouchett cordials. 1 v. © 26Mar65; KK187360.

MARATHON.
Betsy Baker's lime sherbet; one half gallon. On folding carton. © American Can Co. (in notice: Marathon, division of American Can Co.); 4May64; KK187818.
Betsy Baker's rainbow sherbet; one half gallon. On folding carton. © American Can Co. (in notice: Marathon, division of American Can Co.); 29Aug64; KK187806.
Bowman fudge ripple ice cream; one half gallon liquid. On folding carton. © American Can Co. (in notice: Marathon, a division of American Can Co.); 31Aug64; KK187805.
Bowman orange sherbet; one half gallon. On folding carton. © American Can Co. (in notice: Marathon, division of American Can Co.); 15Oct64; KK187817.
Fairmont vanilla-orange sherbet; one half gallon. On folding carton. © American Can Co. (in notice: Marathon, a division of American Can Co.); 31Aug64; KK187804.
French Broad orange sherbet; one half gallon liquid. On folding carton. © American Can Co. (in notice: Marathon, division of American Can Co.); 5Sep61; KK187815.
Les French lemon; half gallon liquid. On folding carton. © American Can Co. (in notice: Marathon, division of American Can Co.); 4Sep63; KK187803.
Jubilee chocolate ice cream; party. One half gallon liquid. On folding carton. © Marathon, a division of American Can Co.; 2Nov64; KK185007.
Jubilee ice cream; party, all purpose. One half gallon liquid. On folding carton. © Marathon, a division of American Can Co.; 2Nov64; KK185004.
Jubilee neapolitan ice cream; party. One half gallon liquid. On folding carton. © Marathon, a division of American Can Co.; 2Nov64; KK185003.
Jubilee strawberry ice cream; party. One half gallon liquid. On folding carton. © Marathon, a division of American Can Co.; 2Nov64; KK185002.
Jubilee vanilla ice cream; party, yellow pkg. One half gallon liquid. On folding carton. © 2Nov64; KK185005.
Meadow Gold pineapple sherbet; one half gallon. On folding carton. © American Can Co. (in notice: Marathon, division of American Can Co.); 28Aug64; KK187808.
Meadow Gold raspberry sherbet; one half gallon. On folding carton. © American Can Co. (in notice: Marathon, division of American Can Co.); 31Aug64; KK187807.
Montco vanilla-coffee ice cream; one half gallon liquid. On folding carton. © American Can Co. (in notice: Marathon, division of American Can Co.); 10Oct63; KK187810.
Ralphs catering ice cream, kona coffee; one half gallon. On folding carton. © American Can Co. (in notice: Marathon, division of American Can Co.); 19Sep63; KK187812.
Ralphs catering ice cream, strawberry supreme; one half gallon. On folding carton. © American Can Co. (in notice: Marathon, division of American Can Co.); 3Aug64; KK187811.

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Ralphs pineapple sherbet; one pint. On folding carton. © American Can Co. (in notice: Marathon, division of American Can Co.); 12Sep63; KK187816.

Stop-N-Shop strawberry marble ice cream; 1/2 gal. liq. On folding carton. © American Can Co. (in notice: Marathon, division of Ameri can Can Co.); 5Sep63; KK187819.

Sunny Day lemon sherbet; one half gallon. On folding carton. © American Can Co. (in notice: Marathon, division of American Can Co.); 4May64; KK187814.

Vanilla ice cream; party, green pkg. On folding carton. © 2Nov64; KK185006.

Velda butter pecan ice cream; one pint liquid. On folding carton. © American Can Co. (in notice: Marathon, division of American Can Co.); 10Sep62; KK187813.

Wagar's Dutch Colony chocolate ice cream; one half gallon liquid. On folding carton. © American Can Co. (in notice: Marathon, division of American Can Co.); 5Sep63; KK187809.

MARCAL PAPER MILLS, INC. ©
Hankies, facial tissues; 50 2-ply, 10" x 10". On folding carton. © 30Nov64; KK188483.

Yellow hankies; extra large facial tissues. On folding carton. © 27Dec57; KK188070.

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Lark and Check certificate. Sheet. Appl. author: Michael R. Fabian. © 1Apr65; KK187631.

Lark and Check program. Folder. Appl. author: Michael R. Fabian. © 19Mar65; KK187632.

MARCUS, LOUIS. ©
1965 spring-Easter-summer display guide. 1 v. © 1Feb65; KK187021.

MARK II CO.
Inferno for the devil's disciple; cologne. (In Esquire, Dec. 1964, p.87) © Mark II Co., division of International Equity Corp.; 14Nov64; KK185268.

One is $2500, the other is $7.50; the $2500 bottle is the big, economy size; cologne. (In The New Yorker, Nov. 28, 1964, p.240) © Mark II Co., division of International Equity Corp.; 28Nov64; KK184951.

Tote-along for the male animal. (In The New Yorker, Oct. 17, 1964, p.90) © Mark II Co., division of International Equity Corp.; 17Oct64; KK184950.

Wake-up set for the male animal. (In The New Yorker, Dec. 12, 1964, p.134) © Mark II Co., division of International Equity Corp.; 12Dec64; KK184949.

MARKWELL MANUFACTURING CO., INC. ©
MH-33 hammer tacker. On box. © 21Jan65; KK185540.

MARSH WALL PRODUCTS.
For creating beautiful wash and wear interiors, Marlite plastic finished paneling. Folder. Appl. author: James Watson McNoldy. © Marsh Wall Products, division of Masonite Corp.; 1Dec64; KK185770.

Installation instructions, Marlite ceiling blocks. Sheet. Appl. author: James Watson McNoldy. NM: complete revision. © Marsh Wall Products, division of Masonite Corp.; 12Nov64; KK185772.

Installation instructions; Marlite Korelock. Sheet. Appl. author: James Watson McNoldy. NM: complete revision. © Marsh Wall Products, division of Masonite Corp.; 12Nov64; KK185230.

Installation instructions, Marlite plank and random plank. Sheet. Appl. author: James Watson McNoldy. NM: complete revision. © Marsh Wall Products, division of Masonite Corp.; 12Nov64; KK185773.

Installation instructions; Marlite plastic finished paneling. Folder. Appl. author: James Watson McNoldy. NM: complete revision. © Marsh Wall Products, division of Masonite Corp.; 12Nov64; KK185229.

Marlite plastic surfaces. Folder. Appl. author: James Watson McNoldy. © Marsh Wall Products, division of Masonite Corp.; 4Aug64; KK185771.

Quick dealer estimator for Marlite hi-gloss panels. Sheet. (Estimator no.1) Appl. author: James Watson McNoldy. © Marsh Wall Products, division of Masonite Corp.; 14Oct64; KK185768.

Quick dealer estimator for Marlite plank, block and trendwood panels. Sheet. (Estimator no.2) Appl. author: James Watson McNoldy. © Marsh Wall Products, division of Masonite Corp.; 14Oct64; KK185769.

MARVEL ENGINEERING CO. ©
Filters for hydraulic fluids, coolants, lubricants, etc. (In Thomas register) © 22Jan65; KK188247.

MARVEL EQUIPMENT CORP. ©
Meco. Sheet. © 7Aug64; KK182223.

MA'S GAGS & GADGETS.
For that tingling feeling, Meanex toilet tissues; they're alarmin'. Sheet. © Joseph Anello d.b.a. Ma's Gags & Gadgets; 8Feb65; KK185400.

MASAL CO., INC. ©
Modern toy watch, moving hands. Card. Appl. author: Max Saalheimer © 9Feb65; KK185381.

Speed timer; wind it, stop it, get ready, set, go. Card. Appl. author: Max Saalheimer. © 9Feb65; KK185380.

MASONITE CORP. MARSH WALL PRODUCTS. See MARSH WALL PRODUCTS.

MASSON (PAUL) VINEYARDS. ©
The Paul Masson switchblade; or, how to open a bottle of good wine. (In The Reporter, Nov. 19, 1964, p.21) Appl. author: Freeman & Gossage, Inc. © 12Nov64; KK185246.

This year Paul Masson gives away Koltanowski; champagne. (In Time, Feb. 19, 1965, p.E5) Appl. author: Freeman & Gossage, Inc. © 19Feb65; KK185607.

Tonight could be the night; pink champagne. (In The New Yorker, Nov. 28, 1964, p.158) Appl. author: Freeman & Gossage, Inc. © 28Nov64; KK185239.

MATTEL, INC. ©
Barbie and Skipper jr. jigsaw puzzle; 4611; 100 pieces. Merry-go-round. On wrapper. © 17Feb65 (in notice: 1964); KK186952.

The marshal said, my work is finished here. Toy makers. (In The New Yorker, Oct. 13, 1962) © 11Oct62; KK185302.

MATTHEWS (JAMES H.) & CO. ©
Create your own memorial with the Montage design. Folder. © 9Apr65; KK187282.

The permanent Doric flower vase by Matthews. Folder. © 28Jan65; KK187702.

The permanent Grecian flower vase by Matthews. Folder. © 28Jan65; KK187703.

The permanent Lotus flower vase by Matthews. Folder. © 28Jan65; KK187704.

MAULDIN, BILL. ©
The Goldwater caper, Richard H. Rovere. Cartoons by Mauldin; jacket design by Janet Halverson. © 10Mar65; KK187886.

MAZER, BERNARD B.
Study to learn. See EDUCATIONAL RESOURCE SERVICES.

MEAD CORP. ©
Farm Maid ice cream, chocolate; half gallon liquid. On folding carton. (Design no.103-102) © 5Sep63; KK185724.

Farm Maid ice cream, fudge revel; half gallon liquid. On folding carton. (Design no.103-115) © 5Sep63; KK185726.

Farm Maid ice cream, neapolitan; half gallon liquid. On folding carton. (Design no.103-104) © 5Sep63; KK185725.

Farm Maid ice cream, vanilla; half gallon liquid. On folding carton. (Design no.103-101) © 5Sep63; KK185723.

MECHANICAL PRODUCTS. SEA TRAILS. See SEA TRAILS.

MEDAC SYSTEMS. ©
Automated bookkeeping and billing by computer increases cash income flow. Folder. Appl. author: Russell A. Boerner, Wm. Eisner & Assoc., Inc. © 1Mar65; KK187408.

MELARD MANUFACTURING CORP. ©
Floor savers, set of 4 rubber caster cups. Card. Appl. authors: Sidney J. Shames & Harold Shames. © 6Jun64; KK186819.

MELROSE DISTILLERS CO. ©
Instead of mistletoe, give the one rose to remember, Melrose Rare. (In The Washington post, Nov. 18, 1964, p.A16) © 18Nov64; KK185711.

MELVILLE SHOE CORP. MILES SHOES. See MILES SHOES.

MERCURY SALES CORP. ©
Mercury brand products, fancy whole leaf spinach; net wt. 15 ozs. On wrapper. © 18Mar65; KK186761.

MERIT PRODUCTS, INC. ©
The new Grind-O-Flex flap type abrasive wheels; net price list. 1 v. © 9Feb65; KK186831.

MERMATEC, INC. ©
Foam vests for water sports. Sheet. Appl. author: D. A. Buddenhagen. © 6Apr65; KK187201.

MERRIAM (G. & C.) CO. ©
Give today's high school graduate this key to success in college, Webster's seventh new collegiate dictionary. (In McCall's, May 1965, p.196) © 22Apr65; KK187558.

Language changes, so should your dictionary; Webster's seventh new collegiate dictionary. (In Atlantic, Feb. 1965, p.40) © 26Jan65; KK185189.

MERRY MANUFACTURING CO. ©
Brush-on beauty, make believe cosmetics; no.1323:100. On folding carton. © 27Mar65; KK188387.

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Wake-up make-up, make believe cosmetics; no.1324:100. On folding carton. © 27Mar65; KK188386.

METAL TILE CORP. ©
Stik-on metal wall tiles by Metaltile. Folder. Appl. author: Gerry Armstrong. © 21May65; KK188676.

METRO-GOLDWYN-MAYER, INC. ©
The man from U.N.C.L.E. card game; no.4532. M. Bradley Co. On wrapper. © 13Jan65; KK188547.
The man from U.N.C.L.E.; mystery jigsaw puzzle; 4581-3. M. Bradley Co. On wrapper. © 13Jan65; KK188567.
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METROPOLIS BREWERY OF N. J., INC. ©
Like nothing else you ever tasted, except champagne; Champale malt liquor. (In Ebony, Dec. 1964, p.67) Appl. author: Al Paul Lefton Co., Inc. © 16Nov64; KK184877.

MEYER, OWEN A. See BOWIE MACHINE WORKS, INC.

MICHIGAN CHEMICAL CORP. ©
Custom brominating? Commercial quantities? In a hurry? (In Chemical week, Jan. 9, 1965, p.1) Appl. author: Aves Advertising, Inc. © 9Jan65; KK186851.
Ignited for 5 seconds - out in 3 seconds, the flame retardant, Firemaster LV-T23P. (In Chemical week, May 29, 1965, p.1) Appl. author: Aves Advertising, Inc. © 29May65; KK188618.
What's the price tag on MgO purity? (In Chemical week, Mar. 6, 1965, p.1) Appl. author: Aves Advertising, Inc. © 6Mar65; KK186849.
Yttrium oxide by the ton. (In Chemical week, Feb. 6, 1965, p.1) Appl. author: Aves Advertising, Inc. © 6Feb65; KK186850.

MIDLAND-ROSS CORP. STEEL CITY DIVISION. ©
Kindorf E-768 column mount support. Sheet. (New product bulletin 645) © 5Jan65 (in notice: 1964); KK184954.

MILES SHOES.
You can pay 14.95 for this style if you want to. (In Daily news, New York, Nov. 12, 1964, p.12) © Melville Shoe Corp., Miles Shoes Division, accepted trade designation Miles Shoes; 12Nov64; KK185580.

MILLER (RUSSELL S.) LABELS, INC. ©
Artichokes; artichokes and browned butter. Sheet. © 1Apr65; KK187661.
Asparagus with mushroom sauce. Sheet. © 1Apr65; KK188054.
Avocado; avocado and romaine salad. Sheet. © 1Apr65; KK187666.
Banana squash; honey glazed squash. Sheet. © 1Apr65; KK187669.
Bean sprouts; bean sprout salad supreme. Sheet. © 1Apr65; KK188056.
Bell pepper; baked stuffed sweet bell peppers. Sheet. © 1Apr65; KK188253.
Black radish; black radish & egg salad. Sheet. © 1Apr65; KK187663.
Brussels sprouts; creamed onion 'n sprouts. Sheet. © 1Apr65; KK188053.
Butternut squash; baked buttered squash. Sheet. © 1Apr65; KK188049.
Cabbage; cocked cabbage and apples. Sheet. © 1Apr65; KK187655.
Cabbage; hot cabbage slaw. Sheet. © 1Apr65; KK188250.
Carrots; hot buttered carrots and celery. Sheet. © 1Apr65; KK187658.
Cauliflower; cauliflower coronet with tangy cheese sauce. Sheet. © 1Apr65; KK187648.
Celery roots; creamed celery root. Sheet. © 1Apr65; KK188045.
Chayote; chayote squash and mushroom. Sheet. © 1Apr65; KK188249.
Chili peppers Texas style. Sheet. © 1Apr65; KK188048.
China peas; china peas with mushrooms. Sheet. © 1Apr65; KK187670.
Chinese cabbage; stuffed cabbage rolls in a skillet. Sheet. © 1Apr65; KK187651.
Chives, Green Goddess dressing. On wrapper. © 1Aug64; KK185217.
Collards; greens with bacon-onion saute. Sheet. © 1Apr65; KK187667.
Crowder peas; boiled peas and bacon Dixieland. Sheet. © 1Apr65; KK187653.
Cucumber; baked stuffed cukes and shrimp with cheese. Sheet. © 1Apr65; KK188050.
Daikon, white radish; Japanese sweet pickles. Sheet. © 1Apr65; KK188063.
Dandelion greens; dandelion chef's salad. Sheet. © 1Apr65; KK187650.
Eggplant; french fried Japanese eggplant. Sheet. © 1Apr65; KK187647.
Eggplant; stuffed eggplant supreme. Sheet. © 1Apr65; KK187668.
Endive tossed green salad. Sheet. © 1Apr65; KK187665.
Fresh beets; orange kissed fresh beets. Sheet. © 1Apr65; KK187662.
Fresh broccoli; broccoli with parmesan cheese. Sheet. © 1Apr65; KK188052.
Fresh okra; okra and tomato. Sheet. © 1Apr65; KK187676.
Ginger root; chicken teriyaki. Sheet. © 1Apr65; KK188251.
Green peas and rutabaga; green and gold medley. Sheet. © 1Apr65; KK187656.
Horseradish; horseradish & apple salad. Sheet. © 1Apr65; KK187660.
Jerusalem artichoke; Jerusalem artichokes au gratin. Sheet. © 1Apr65; KK188058.
Kale; greens with pickled eggs. Sheet. © 1Apr65; KK187657.
Kohlrabi; kohlrabi with buttered sauce. Sheet. © 1Apr65; KK187659.
Leek; leeks au gratin. Sheet. © 1Apr65; KK188060.
Mango tropic salad. Sheet. © 1Apr65; KK188046.
Mushrooms; mushroom salad dressing. Sheet. © 1Apr65; KK188252.
Mustard greens; mustard greens with beets and eggs. Sheet. © 1Apr65; KK187671.
Oyster plant; oyster plant buttered. Sheet. © 1Apr65; KK187675.
Papaya; papaya melba. Sheet. © 1Apr65; KK188059.
Parsnips; buttered parsnips. Sheet. © 1Apr65; KK187677.
Pickling cukes, easy homemade dills. Sheet. © 1Apr65; KK188047.
Rutabaga; buttered rutabaga and sesame seed idea. Sheet. © 1Apr65; KK187654.
Shallots; shallot butter. Sheet. © 1Apr65; KK187652.
Snap beans; beans 'n tomato Spanish style. Sheet. © 1Apr65; KK188062.
Summer squash; summer squash and celery jumble. Sheet. © 1Apr65; KK188057.
Sweet anise; buttered sweet anise. Sheet. © 1Apr65; KK188055.
Table Queen squash; squash with meat Sheet. © 1Apr65; KK187664.
Tomatillo; tomatillo and Mexican eggs. Sheet. © 1Apr65; KK187649.
Turnips; cooked turnips and greens. Sheet. © 1Apr65; KK187673.
Water chestnuts; appetizers rumaki. Sheet. © 1Apr65; KK188051.
Yams; marshmallow topped yams. Sheet. © 1Apr65; KK187672.
Yellow squash; baked squash and pearl onions. Sheet. © 1Apr65; KK187674.
Zucchini; zucchini squash Italiano. Sheet. © 1Apr65; KK188061.

MILLER BREWING CO. ©
Miller High Life ... sparkling, flavorful, distinctive. (In Popular mechanics, Oct. 1964, p.35) Appl. author: C. A. Mathisson. © 25Sep64; KK185799.
Miller High Life; sparkling, flavorful, distinctive. [Men in pool room scene] (In True, Mar. 1965, p.23) Appl. author: C. A. Mathisson. © 22Feb65; KK186493.

MILLS CO. ©
Compartments. 15 p. (Catalog no.65-T) © 9Nov64; KK187694.
Movable walls. 23 p. (Catalog no.65-O) © 16Nov64; KK187693.

MILPRINT, INC. ©
Frigid Pak freezer bags; 25 pint size. [Open freezer] On bag. © 5Jan65; KK186619.
Frigid Pak freezer bags; 25 pint size. [Woman standing by open freezer] On bag. © 5Jan65; KK186620.

MILPRINT, INC. PACKAGING MATERIAL SERVICE. ©
Fresh lemons. On bag. © Milprint, Inc. (in notice: Packaging Material Service, a division of Milprint, Inc.); 20ct64; KK185309.
Select apples. On bag. © 5Dec64; KK185513.
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Select onions. On bag. © 5Dec64; KK185514.
Select potatoes; 5 lbs. net. On bag. © 5Dec64; KK185512.

MINNEAPOLIS STAR & TRIBUNE CO. ©
In 1901, the newspapers published in this building reached more Minneapolis homes. (In Advertising age, Dec. 7, 1964, p.173) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Dec64; KK187337.
Listen, you can hear the population explosion in the Twin Cities' suburbs. [Crying baby] (In Sales management, Nov. 10, 1964, p.107) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Nov64; KK187334.
Remember the good old Minnesota homemaker survey? (In Editor & publisher, Nov. 14, 1964, p.25) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Nov64; KK187338.
What makes a newspaper great? Explaining American election procedures ... is all in a day's work for Bernard J. Rotklein. (In Newsweek, Dec. 14, 1965, p.75) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Dec64; KK187333.
What makes a newspaper great? Jim Kimball's intriguing story on the philosophical hermit. (In Saturday

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review, Oct. 17, 1964, p.31) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Oct64; KK187335.
You can hear the population explosion in the Twin Cities' suburbs. (In Sales management, Feb. 5, 1965, p.12) Appl. author: Batten Barton Durstine & Osborn, Inc. © 5Feb65; KK187869.

MINNESOTA BUSINESS HORIZONS, INC. ©
Minnesota promotional stamps. Sheet. Appl. author: Carl D'Aquila. © 11Mar65; KK187300.

MINNESOTA MINING & MANUFACTURING CO. ©
Acquire, how to succeed in business for $7.95. (In This week magazine, Nov. 29, 1964, p.26) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 28Nov64; KK185104.
Are you giving your story boards only half a chance? Video tape. (In Television factbook, 1965 ed., p.33-c) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 1Mar65 (in notice: 1964); KK188043.
Arlington College lab busy to capacity, additional booths, languages planned. (In The Catholic educator, May 1965, p.839) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 25Apr65; KK188716.
Cracked cadenzas in your concerto? Magnetic tape. (In Tape recording, Feb. 1965, p.6) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 30Dec64; KK185274.
Film couldn't, Scotch brand video tape did. (In Advertising age, Feb. 15, 1965, p.66) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Feb65; KK186670.
Film couldn't, Scotch brand video tape did. (In Broadcast engineering, Mar. 1965, p.75) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 26Feb65; KK187070.
Flawed fiddles in your fugue? Scotch brand magnetic tape. (In Popular photography, Mar. 1965, p.23) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Feb65 (in notice: 1964); KK187069.
Goodbye thread up problems; hello new mailing ease; Scotch double bonus. (In The Harrison catalog of sterophonic tapes, spring 1965, p.15) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 1Feb65 (in notice: 1964); KK187537.
Grand strategy is grand game fun with Twixt. (In This week magazine, Nov. 29, 1964, p.26) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 28Nov64; KK185103.
Jumpin, absorbing new game of pawns. Sheet. © 2Nov64; KK185508.
Labs busy up to 13 hours a day at Indiana. (In Educational screen and audiovisual guide, Feb. 1965, p.10-11) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 1Feb65; KK186297.
Labs busy up to 13 hours a day at Indiana. (In School product news, Feb. 1965, p.17) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Feb65; KK186669.
Live couldn't, film couldn't, Scotch brand video tape did. (In Advertising age, May 10, 1965, p.16) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 10May65; KK188717.
Live couldn't, Scotch brand video tape did; kept ice cream from melting for KAKE-TV. (In Broadcasting, Feb. 22, 1965, p.67) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 1Feb65; KK186298.
Oh-Wah-Ree, new 3500 year old game; 3M brand bookshelf games. (In Suburbia today, Dec. 1964, p.17) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 6Dec64; KK184941.
Our tape speaks for Tiros; in all Tiros satellites, Scotch brand instrumentation tape records valuable meteorological data. (In International science and technology, Apr. 1965, p.4 of cover) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 20Mar65; KK188304.
Quinto, the new easy to learn game. Sheet. © 2Nov64; KK185509.
The radio ministry that begins here extends around the world on Scotch brand recording tape. (In The Homiletic and pastoral review, Jan. 1965, p.280-281) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 20Dec64; KK185499.
Stocks & Bonds, exciting new stock market game. Sheet. © 23Oct64; KK185510.
Twixt, great strategy game, great gift idea. (In TV guide, Dec. 5-11, 1964, p.14-30--14-31) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 2Dec64; KK185398.
Watch out, we shatter old TV ideas; video tape. (In 1965 broadcasting yearbook, p.C-25) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Jan65; KK185273.

MIRROR CASE CARD.
Stop, look, smile. See CANANDAIGUA INDUSTRIES CO., INC.

MRS. BAIRD'S BAKERIES, INC. ©
You bake it in your oven; Pul-A-Part bread. (In Fort Worth star telegram, Feb. 4, 1965, section 4, p.12) © 4Feb65; KK187154.

MOHAWK RUBBER CO. ©
Is Mohawk just for young bucks? Ultissimo. (In Life, Apr. 24, 1964, p.R1) Appl. author: Carr Liggett Adv., Inc. © 24Apr64; KK184845.

MONITE WATERPROOF GLUE CO. ©
Cellument, urea resin adhesive powder; 10 lbs. net weight. On wrapper. © 15Feb65; KK185581.

MONTGOMERY & CO., INC. ©
Meet the modulars, new Arko-Mils cabinets for 1965. Folder. © 25Sep64; KK186825.
Time savers for tool makers since 1876. © 15Nov64; KK186525.

MOORE (BENJAMIN) & CO. ©
How to use and maintain the Moor-O-Matic 400 color dispensing machine; paints. 1 v. © 5Mar65; KK187720.
MoorGard latex house paint; the outside paint the insiders use. (In The American home, Apr. 196[illegible]. Appl. author: Monroe F. Dreher, Inc. © 18Mar65; KK186858.
Painting exterior hardboard siding. Folder. © 29Jan65; KK[illegible].

MORAK BRAKES, INC. ©
Brakes. On folding carton. © 26Feb65; KK186783.

MORRELL (JOHN) & CO. ©
2nd annual Morrell meats charge it sweepstakes. (In McCall's, May 1965, p.164) Appl. author: Allen, Anderson, Niefeld & Paley, Inc. © 24Apr65; KK187982.
Fourth annual sweepstakes, win his and hers planes; meats. (In TV guide, Feb.6-12, 1965, p.A-41) Appl. author: John W. Shaw Advertising, Inc. © 3Feb65; KK186759.

MORRIS ENTERPRISES. ©
Fish-Fri, a white corn meal seasoning for frying fish. Sticker. Appl. author: Evelyn M. Johnson. © 10May65; KK187994.

MORTGAGE REFINANCE CO.
Borrow $1,000 to $5,000 or more with an MRC piggy bank loan. (In TV times (Los Angeles times) May 9-May 13, 1965, p.16) © B. J. Zimmerman d.b.a. Mortgage Refinance Co.; 8May65; KK188682.
When you need cash, get it from your house, your biggest piggy bank. (In TV weekly (Los Angles herald-examiner) May 16, 1965, p.3) © B. J. Zimmerman d.b.a. Mortgage Refinance Co.; 15May65; KK187751

MOSLER SAFE CO. ©
Authorized federal supply schedule price list, 1964-65. Sheet. © 15Jan65; KK185051.

MOTZ, HERBERT (NMI). See LORMAC.

MOUNT HOPE MACHINERY CO. ©
Custom engineered expanders at standard prices; Vari-Bow; web control equipment. © 20Jan65 (in notice: 1964); KK186780.
Data; expander seals. Sheet. © 5Feb65; KK186779.
Data; floating disc brake; temporary data sheet. © 18Feb65; KK186778.
Data; free wheeling expander. Folder. (Engineering bulletin 3E) © 17Feb65; KK186776.
Data; precision guiders. Sheet. (Engineering bulletin 2E) © 23Mar65; KK187146.
Data; snap action guider control. Sheet. © 15Mar65; KK186988.
Data; total average tension system; temporary data sheet. © 18Feb65; KK186771.
Here's a quality roll that lets you vary its bow for precision spreading and improved quality; drive sheaves and free wheeling sheaves; Vari-Bow. (Web control news) Sheet. © 20Jan65 (in notice: 1964); KK186773.
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Introducing small diameter, the [illegible]nt Hope non-deflecting table [illegible]ls designed for better sheet formation. Sheet. © 2Apr65 (in notice: 1964); KK187147.
Light duty winding and letoff equipment for the converter. Folder. © 17Feb65; KK186777.
Tension problems? Mount Hope controls automatically solve them; web control equipment. Sheet. © 17Nov64; KK186774.
Web control news. Sheet. © 30Mar65 (in notice: 1964); KK187148.
Web misalignment automatically corrected, quality engineered guiders from Mount Hope. (Web control news) Sheet. © 20Jan65 (in notice: 1964); KK186775.

MUSIC INTERIORS.
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Easy gourmet ideas with soup and Premium saltine crackers. (In Ebony, Jan. 1965, p.103) Appl. author: McCann-Erickson, Inc. © 13Dec64 (in notice: 1965); KK186151.
The only time the creamy rich filling of Oreo has ever been beaten; creme sandwich. (In Family circle, Jan. 1965) Appl. author: McCann-Erickson, Inc. © 17Dec64 (in notice: 1965); KK186152.
Party, party, party; bacon flavored thins. (In McCall's, Dec. 1964) Appl. author: McCann-Erickson, Inc. © 23Nov64; KK186154.
Pin the cookie on the smile. (In Life, Mar. 12, 1965, p.50-51) Appl. author: McCann-Erickson, Inc. © 8Mar65; KK187786.
Plump juicy figs make moist juicy fig jam; fig newtons. (In Family circle, May 1965, p.81) Appl. author: McCann-Erickson, Inc. © 20Apr65; KK187795.
This is an actual unretouched photograph; Merry Makers crackers. (In Life, Feb. 19, 1965) Appl. author: McCann-Erickson, Inc. © 15Feb65; KK187787.
Try this simple little test right in your own backyard; sugar honey grahams. (In The Milwaukee journal, Mar. 18, 1965) Appl. author: McCann-Erickson, Inc. © 18Mar65; KK187796.
Wouldn't it be nice if you could reclose grapefruit to keep them fresh like Premium saltine crackers? (In The Progressive farmer, Mar. 1965) Appl. author: McCann-Erickson, Inc. © 15Feb65; KK187788.
Wouldn't it be nice if you could reclose tomatoes to keep them fresh, like Premium saltine crackers? (In Progressive farmer, Jan. 1965) Appl. author: McCann-Erickson, Inc. © 14Dec64 (in notice: 1965); KK186615.

NAGLE, JOSEPH L. ©
Apasco news, October 1964. Folder. © 14Oct64; KK184969.
Important notice: ten basic reasons why vent clothes dryers prevent fires. (Apasco sales stimulator forms) Folder. © 14Oct64; KK184970.

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Merry Christmas; a pleasure to give, made especially for you. © 9Feb65; KK185729.
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Dr. Norman Vincent Peal, noted author, lecturer and minister says, inevitably, everyone experiences a death in the family. Sheet. © 26Oct62; KK186947.
If fate forced you out of the picture. Sheet. © 7Feb63; KK186945.
Only 2 ways to plan. Sheet. © 7Feb63; KK186944.
You or your survivors will have this confusion to face, too. Sheet. © 1Sep61; KK186946.

NATIONAL AUTOMOTIVE PARTS ASSN. ©
Napa, 40 years of experience. 56 p. Appl. author: Humbert & Jones, Inc. © 30Nov64; KK185296.

NATIONAL BANK OF COMMERCE IN NEW ORLEANS. ©
Money for business. (In New Orleans states-item, Apr. 26, 1965, p.9) Appl. author: Knox Reeves-Fitzgerald Advertising. © 26Apr65; KK187730.
Money for Christmas. (In New Orleans states-item, Nov. 16, 1964, p.9) Appl. author: Knox Reeves-Fitzgerald Advertising. © 16Nov64; KK187056.
Money for taxes. (In The Times-picayune, New Orleans, Mar. 16, 1965, section 1, p.9) Appl. author: Knox Reeves-Fitzgerald Advertising. © 16Mar65; KK187176.
NBC serves business. (In The Times-picayune, Sept. 20, 1964, section 7, p.3) Appl. author: Knox Reeves-Fitzgerald Advertising. © 20Sep64; KK187055.

NATIONAL BISCUIT CO. ©
All around the school and all around the clock, Nabisco flavor is always sure to please. (In The Catholic market, Jan.-Feb. 1965, p.58B-58C) Appl. author: Needham & Grohmann, Inc. © 17Jan65 (in notice: 1964); KK185330.
As good as good can be, Lorna Doone the most popular shortbread cookies. (In American automatic merchandiser, Apr., 1965, p.47) Appl. author: Needham & Grohmann. © 15Apr65; KK188362.
The best of everything in Oreo creme sanwiches by Nabisco. (In School management, Mar. 1965, p.27) Appl. author: Needham & Grohmann, Inc. © 23Feb65; KK186497.
The biggest smiles come in little packages. (In American automatic merchandiser, Apr. 1965, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15Apr65; KK188363.
Five minutes from freezer to table and you've got the new danish that's really Danish; Mette Munk. (In Hotel management-review, May 1965, p.43) Appl. author: Needham & Grohmann, Inc. © 5May65; KK188193.
Great cheeses deserve the best, Nabisco; Meal Mates, sesame bread wafers. (In Hotel management-review, Apr. 1965, p.4 of cover) Appl. author:Needham & Grohmann, Inc. © 5Apr65; KK188192.
Hi-profit and new convenience in a danish that's really Danish; Mette Munk Danish pastries. (In Chain store age, restaurant headquarters ed., Apr. 1965, p.3 of cover) Appl. author: Needham & Grohmann, Inc. © 27Mar65; KK188190.
How many more ways can you think to please people with Nabisco? Cookie treats and ice cream. (In Drive-in management, Apr. 1965, p.71) Appl. author: Needham & Grohmann, Inc. © 30Mar65; KK188191.
In your job you have to think of everything. (In Journal of the American Dietetic Assn., Apr. 1965, p.325) Appl. author: Needham & Grohmann, Inc. © 1Apr65; KK187518.
Nabisco doesn't have rockets to move products, but we do have space management; Ritz crackers. (In Chain store age, Mar. 1965, p.16) Appl. author: McCann-Erickson, Inc. © 1Mar65; KK187794.
Nabisco doesn't have town criers to move products, but we do have network TV and national magazines. (In Nargus bulletin, Feb. 1965, p.59) Appl. author: McCann-Erickson, Inc. © 5Feb65; KK187295.
Nabisco doesn't use divining rods to check products, but we do have every other kind of product testing. (In Progressive grocer, Mar. 1965, p.21) Appl. author: McCann-Erickson, Inc. © 1Mar65; KK187798.
Oyster stew is at its best with Nabisco; Dandy soup and oyster crackers. (In Cooking for profit, Feb. 1965, p.37) Appl. author: Neeham & Grohmann, Inc. © 25Jan65; KK185694.
Salt, sir? Sweet, sir? Nabisco salted peanuts; Oreo. (In Vend, Mar. 1, 1965, p.26) Appl. author: Needham & Grohmann, Inc. © 22Feb65; KK186640.
Styles change, but Nabisco shredded wheat has been too good to change for over 60 years. (In Life, Apr. 2, 1965, p.6) © 29Mar65; KK187062.
Summertime and the pleasin' is easy with Nabisco. (In American automatic merchandiser, May 1965, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15May65; KK188364.
Task force. (In Club executive, Mar. 1965, p.43) Appl. author: Needham & Grohmann, Inc. © 15Feb65; KK186890.
What more can I do to convince you to buy Cat Chops, the new kind of cat food that isn't dried. (In Life, Apr. 23, 1965, p.21) © 23Apr65; KK188296.
What more can I do to convince you to buy Cat Chops, the new kind of cat food that isn't dried; cat's tongue. (In The Seattle daily times, May 5, 1965, p.46) © 5May65; KK187727.
What's in it for you? Profit; cheese peanut butter sandwiches. (In American automatic merchandiser, Dec. 1964, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15Dec64; KK185016.
What's in it for you? Profit; cheese peanut butter sandwiches. (In American automatic merchandiser, Mar. 1965, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 25Feb65 (in notice: 1964); KK186807.
What's the heart of our February special? Swiss Creme sandwich. (In American automatic merchandiser, Jan. 1965, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15Jan65; KK185331.
Win a lucky spoonful in the $101,000 Spoon Size sweepstakes; Spoon Size shredded wheat. (In Life, May 14, 1965, p.54-55) © 14May65; KK187975.

NATIONAL BREWING CO. ©
National Bohemian light beer; 12 fl. oz. Sticker. © 30Oct64; KK186917.

NATIONAL BROADCASTING CO., INC. ©
Bonanza jigsaw puzzle; To the rescue; 4426-2. Milton Bradley Co. On wrapper. © 7Feb64; KK188174.
Bonanza junior jigsaw puzzle; On the trail; 4828-1. Milton Bradley Co. On wrapper. © 7Feb64; KK188179.
Bonanza junior jigsaw puzzle; Showdown; 4828-2. Milton Bradley Co. On wrapper. © 7Feb64; KK188175.
Concentration game; 4950. 7th ed. M. Bradley Co. On wrapper. © 7Dec64; KK188573.

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NATIONAL BROADCASTING CO., INC.-Con.

Concentration refills game; 4475. Milton Bradley Co. On wrapper. © 3Apr64; KK188178.

Educational concentration; 7008. M. Bradley Co. On wrapper. © 30Dec64; KK188574.

Let's make a deal game, the home game inspired by the exciting NBC TV show; 4405. M. Bradley Co. On wrapper. © 7Apr64; KK188413.

NATIONAL COMBUSTION CO., INC. ©

Natco system for water heating and low pressure steam dryers; FK-11. Folder. Appl. author: Charles F. Saladino, Inc. NM: revisions. © 28Apr65; KK188298.

Natco tankless water heaters; the FK series; specifications. Sheet. Appl. author: Charles F. Saladino, Inc. © 5Aug62; KK185210.

NATIONAL COMMITTEE ON THE OBSERVANCE OF MOTHER'S DAY, INC. ©

Facsimile of official 1965 poster; remember mother with a gift she'll remember. Folder. Appl. author: Joseph Bowler, Jr. © 2Jan65; KK187323.

NATIONAL COOPERATIVES, INC. ©

Select quality Co-Op garden hose; 25 ft. Card. © 1Mar64 (in notice: 1965); KK186856.

NATIONAL DAIRY PRODUCTS CORP. ©

Checkerboard cherry-vanilla ice cream; one half gallon liquid. On folding carton. Appl. author: Hodgeman-Bourke, Inc. © 1Jan65; KK185067.

Double chocolate Sealtest ice cream; one half gallon liquid. On folding carton. © 4Jan65; KK185605.

Vanilla strawberry royale Sealtest ice cream; one half gallon liquid. On folding carton. © 24Feb65; KK186463.

NATIONAL DISTILLERS & CHEMICAL CORP. BRIDGEPORT BRASS CO. See BRIDGEPORT BRASS CO.

NATIONAL FINDA-PET SERVICE. ©

You will never need to place an ad like this when you join Finda-Pet. Sheet. Appl. author: Jack H. Holle. © 20May65; KK188268.

NATIONAL INDUSTRIAL RECREATION ASSN. ©

Top management speaks. 1 v. © 4Jan65; KK187627.

NATIONAL NUGRAPE CO. ©

Kickapoo Joy Juice, the original dogpatch recipe; 10 fl. oz. On bottle. © 11Mar65; KK186848.

NATIONAL SEALCO CORP. ©

Stop asphalt deterioration with Sealco asphalt surface sealer. Folder. Appl. author: Thomas B. Hewlett. © 150ct64; KK185304.

NATIONAL SECURITY LIFE & ACCIDENT INSURANCE CO. ©

100 valuable S&H green stamps; the insured way is the best way. Folder. © 16Nov64; KK184936.

NE PLUS ULTRA IMPORTING CO. ©

The summit of achievement; Scotch whisky. (In Cue, Mar. 27, 1965, p.5) Appl. author: Otto Kleppner. © 27Mar65; KK188319.

NEIMAN-MARCUS. ©

The unique touch that is N-M reflects in this magnificent watch. (In The Dallas morning news, Dec. 14, 1964) © 14Dec64; KK188579.

NEVCO WOOD PRODUCTS CO., INC.

Adjustable shoe tree; 1325. Japan. Folder. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 14May65; KK188520.

Bar knife for piercing cherries, olives, etc.; 199/9/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21May65; KK188496.

Cheese board; 1190/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 14May65; KK188508.

Chopping bowl set; 279/SHR. On wrapper. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 5Jan65; KK185048.

Cork hot plate. On wrapper. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 5Jan65; KK185049.

Danish serving spade; 1306/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21May65; KK188518.

Decorative coasters, set of 4. 1290/4/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21May65; KK188516.

De luxe egg slicer; 1043/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Apr65; KK188500.

Desert and fruit forks, set of 4; 63/4/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21May65; KK188492.

Early American style nut cracker; walnut finished; 1007/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 3Feb65; KK186838.

Egg cup set; 1079/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 3Feb65; KK186837.

Egg poacher; 1363/C. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21May65; KK188519.

Family egg cup, set of 4; 1280/4/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Apr65; KK188511.

Fruit slicer with cutting board; 1271/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21May65; KK188510.

Giv-a-party bar fork; 199/2/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 3Feb65; KK186839.

Giv-a-party bottle & can opener; 199/5/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21May65; KK188494.

Giv-a-party cocktail strainer; 199/4/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 10Feb65; KK186843.

Giv-a-party corkscrew; 199/6/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21May65; KK188495.

Giv-a-party double jigger; 199/11/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 10Feb65; KK186842.

Giv-a-party ice tongs; 199/3/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 3Feb65; KK186841.

Hardwood cutting board; 926/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21May65; KK188497.

Holiday carving set; 1305/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Apr65 (in notice: 1964) KK188517.

Ice tongs; 1122/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21May65; KK188503.

Kitchen slicer; 1143/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21May65; KK188504.

Mixing spatula set; 223/1226/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Apr65; KK188521.

Mixing spoon; 1283/12/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Apr65; KK188514.

Mixing spoon set; 1283/8-10-12/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Apr65; KK188513.

Mixing spoons; 1283/8-10/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc. (in notice: Nev); 23Apr65; KK188512.

Mixing spoons; 1283/12-2/BL--1284/12-2/BL, 1283/10-12/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Apr65; KK188515.

Porcelain lined salt & pepper set; 1073/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21May65; KK188501.

Portable book rack; 700/SHR. Folder. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 3Feb65 (in notice: 1964); KK186836.

Reliable measuring cup; 1149/3/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 3Feb65; KK186840.

Snack server for hors d'oeuvres; 1003/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 14May65; KK188498.

Spatula, use for greaseless cooking; heat-resistant plastic handle. 1097/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Apr65; KK188502.

Steak knives; 1150/4/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21May65; KK188506.

3 piece strainer set; 1066/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 3Feb65 (in notice: 1964); KK186835.

Tidbit server; 1146/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21May65; KK188505.

Tomato and butter slicer; 1207/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21May65; KK188509.

Tomato board and knife set. 1015/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 14May65; KK188499.

Turning wall egg timer; 1 to 5 minutes. 1187/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21May65; KK188507.

Wing corkscrew, automatic cork puller with bottle opener; 121/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21May65; KK188493.

NEW HERMES RING ENGRAVER CORP. ©

The modern way of engraving rings. Sheet. © 15Feb65; KK186919.

NIELSEN, JOHN L.

The white buffalo. See PLATT & MUNK CO., INC.

Wilderness pet. See PLATT & MUNK CO., INC.

NIGHTWRITER CORP. ©

Introducing the new, unique instant pocket pointer, it's a pen. Folder. Appl. author: C. E. Cornwell, President. © 18Mar65; KK186795.

Nightwriter; it's a pen, it's a pencil, it's a light. Folder. Appl. author: C. E. Cornwell, Pres. © 29Jan65; KK185374.

Nightwriter kit for people who write in the dark. On folding carton. Appl. author: C. E. Cornwell, Pres. © 29Jan65; KK185375.

NISSON, KEN.

Texas gas consults an oracle. See TEXAS GAS TRANSMISSION CORP.

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NITE-LITE CORP. ©
Lites in the dark; receiver attachment with your local emergency phone numbers. Folder. © 1Mar65; KK188007.

NOBLE, MANLIUS W. See NOBLE OIL PRODUCTS CO.

NOBLE OIL PRODUCTS CO. ©
The famous Typo tune up; 16 oz. On wrapper. © Manlius W. Noble d.b.a. Noble Oil Products Co.; 19Nov63; KK188292.

The famous Typo/2-Shots gasoline upper lube; 8 ozs. Sticker. © Manlius W. Noble d.b.a. Noble Oil Products Co.; 19Nov63; KK188291.

NORDIC ENTERPRISES, INC. ©
Fin-Bore; Finnish ice bore. On folding carton. © 20Aug64; KK187596.

For more ice fishing fun, less work, Fin-Bore. the original Finnish ice bore. Sheet. © 20Aug64; KK187597.

NORMAN INDUSTRIES, INC. ©
Don't let a thief steal your car, new Stop-All anti-theft and alarm system. Folder. © 1Feb65; KK185386.

Don't let a thief steal your car, new Stop-All anti-theft and alarm system. Sheet. © 1Feb65; KK185387.

NORTH AMERICAN PHILIPS CO., INC. ©
1, 2, 3, 4, 5, 6, 7, 8 shaving advances make this new Norelco speedshaver a far better way to shave. (In Sport, Apr. 1965, p.1) © 1Mar65; KK186288.

NORTH SHORE PRODUCE, INC. ©
Mr. Tomato brand; min. net wt. 15 lbs. On wrapper. © 27Jan65; KK185257.

NORTHWEST PAPER CO. ©
Mountie and pioneers greet Indians. 1965 calendar. Illus. signed: A. Friberg. © 16Nov64; KK185133.

Mountie followed by Indian guide and packhorse crossing creek; this memo pad features Carlton bond; May 1965. Illus. signed: A. Friberg. © 26Apr65; KK187361.

Mountie in heavy down timber looks through binoculars, Indian guide. This memo pad features Carlton bond. Illus. signed: A. Friberg. © 24Mar65; KK185786.

Mountie in print shop; this memo pad features Carlton bond; July 1965. Illus. signed: A. Friberg. © 21Jun65; KK188702.

NOXZEMA CHEMICAL CO. ©
New Cover Girl make-up hides blemishes instantly as it helps heal. [Endorsed by Martha Branch] (In Teen, Feb. 1964, p.4 of cover) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 13Jan64; KK185779.

New, glamour that's good for your lips, Cover Girl lipstick. (In Cosmopolitan, May 1964, p.2 of cover) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 23Apr64; KK185683.

New, glamour that's good for your lips, Cover Girl lipstick. [Endorsed by Kathi Bergen] (In Teen, May 1964, p.4 of cover) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 13Apr64; KK185685.

Now, the Cover Girl glamour you love plus the clear-up help you want. [Endorsed by Colleen Corby] (In Teen, Apr. 1964, p.4 of cover) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 9Mar64; KK185684.

3 reasons why Cover Girl outsells 90% of all health and beauty aids in food stores. (In Chain store age, supermarket ed., May 1962, p.42) Appl. author: Sullivan Stauffer, Colwell & Bayles, Inc. © 1May62; KK186755.

O

OPW DIVISION, DOVER CORP. See DOVER CORP. OPW DIVISION.

OCEANA PUBLICATIONS, INC. ©
Tall tales and true. Kate Coplan, designer & producer. On box. © 10ct64; KK188186.

OGILVIE. ©
A complete guide to the best customers in your life; or, how to succeed in business with Ogilvie. Ogilvie, the franchised line of hair care products. (In Chain store, Drug managers ed., Feb. 1965, section 3, p.8-9) © 3Feb65; KK185600.

I'm too busy to be retouching my hair all the time; Shades of Youth, gentler than a dye. (In Ladies' home journal, Jan. 1965, p.92a) © 29Dec64; KK185166.

OHRBACH'S, INC. ©
Be kind to an expectant father. (In Daily news, New York, June 9, 1965, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 9Jun65; KK188803.

Bring him in tomorrow, he'll work his head off for you. (In Newark Sunday news, Feb. 21, 1965, section 1, p.A-20) Appl. author: Doyle Dane Bernbach, Inc. © 21Feb65; KK185755.

How much will it cost you this summer? (In Newsday, Apr. 29, 1965, p.75) Appl. author: Doyle Dane Bernbach, Inc. © 29Apr65; KK188351.

If you do this Monday, it will cost you money; clearaway. (In Newsday, Jan. 2, 1965, p.8-9) Appl. author: Doyle Dane Bernbach, Inc. © 2Jan65; KK185196.

Is your decorator keeping us a secret? (In The New York times, Nov. 15, 1964, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 15Nov64; KK184920.

It won't hurt a bit; the ski shop at Ohrbach's. (In Newark evening news, Nov. 17, 1964, p.14) Appl. author: Doyle Dane Bernbach, Inc. © 17Nov64; KK184919.

It's just what I've always wanted. (In New York world-telegram and sun, Apr. 28, 1965, p.14) Appl. author: Doyle Dane Bernbach, Inc. © 28Apr65; KK188359.

May we suggest something simpler? (In The New York times, Dec. 6, 1964, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 6Dec64; KK184924.

Paris at Ohrbach's; freshness, elegance, architecture. (In The New York times, Mar. 21, 1965, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 21Mar65; KK186959.

Paris invades Ohrbach's. (In Newsday, Long Island, N. Y., ed., Mar. 13, 1965, p.4) Appl. author: Doyle Dane Bernbach, Inc. © 13Mar65; KK186961.

The rich get richer. [Cowboy holding pocketbooks] (In The New York times, Apr. 11, 1965, p.L-53) Appl. author: Doyle Dane Bernbach, Inc. © 11Apr65; KK187393.

The rich get richer. [Front of car] (In The New York times, Apr. 18, 1965, p.L-47) Appl. author: Doyle Dane Bernbach, Inc. © 18Apr65; KK187394.

The rich get richer. (In The New York times, Mar. 7, 1965, p.L-51) Appl. author: Doyle Dane Bernbach, Inc. © 7Mar65; KK186544.

The rich get richer. [Maid & little girl] (In The New York times, Mar. 28, 1965, p.L-53) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar65; KK187256.

The rich get richer. [Woman & dog] (In The New York times, Apr. 4, 1965, p.L-53) Appl. author: Doyle Dane Bernbach, Inc. © 4Apr65; KK187255.

Something tells me, I'd better do my Christmas shopping at Ohrbach's before Thanksgiving. (In The New York times, Nov. 22, 1964, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 22Nov64; KK184918.

Tomorrow at Ohrbach's, Paris as Paris saw it. (In The New York times, Mar. 17, 1965, p.C17) Appl. author: Doyle Dane Bernbach, Inc. © 17Mar65; KK186958.

Who needs me? With Ohrbach's around ... you can buy, for men, a French belt. (In The New York times, Nov. 29, 1964, p.53) Appl. author: Doyle Dane & Bernbach, Inc. © 29Nov64; KK185202.

With us it's all or nothing. (In The New York times, May 16, 1965, p.L-53) Appl. author: Doyle Dane Bernbach, Inc. © 16May65; KK188353.

OLD CHARTER DISTILLERS CO. ©
Break the seal for record breaking profits; the great new executive decanter. (In Liquor store, Nov. 1964, p.57-60) © 1Nov64; KK187359.

Tick tock, tick tock, the bourbon that didn't watch the clock many long years; English dual chimes. (In The Saturday evening post, Oct. 10, 1964, p.48) © 10Oct64; KK187357.

Tick tock, tick tock, the bourbon that didn't watch the clock many long years; Napoleon lyre clock. (In Time, Oct. 16, 1964, p.125) © 16Oct64; KK187358.

OLD CHARTER DISTILLERY CO. ©
Time is running out, so run out and get Old Charter, the great 7 year old bourbon. (In The Washington post, Dec. 2, 1964, p.A8) © 2Dec64; KK187456.

Time is the secret; Old Charter, the bourbon that didn't watch the clock. (In Time, Dec. 11, 1964, p.79) © 11Dec64; KK187454.

OLE PRODUCTS CO. ©
All-purpose spray cleaner; 32 oz. On can. © John T. Frederick d.b.a. Ole Products Co.; 1Aug64; KK186801.

OLGA CO. ©
Behind every Olga, there really is an Olga; almost every woman can dramatically improve her figure; Suddenly Slim. (In Mademoiselle, Feb. 1965, p.8) Appl. author: Joan Keay. © 29Jan65; KK186933.

Behind every Olga, there really is an Olga; beautiful lingerie has always been a favorite gift with many women; panti-slip. (In Pittsburgh press, Nov. 30, 1964, p.16) Appl. author: Joan Keay. © 30Nov64; KK186935.

Behind every Olga, there really is an Olga; Olga creates this Suddenly Slim. (In Vogue, Apr. 1, 1965, p.83) Appl. author: Joan Keay. © 1Apr65; KK187411.

Behind every Olga there really is an Olga; Olga designs Suddenly Slim. (In McCall's, Feb. 1965, p.160) Appl. author: Joan Keay. © 19Jan65; KK185164.

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OLGA CO.-Con.
Behind every Olga, there really is an Olga; Olga designs Suddenly Slim to fashion your figure. (In Dallas morning news, Feb. 16, 1965) Appl. author: Joan Keay. © 16Feb65; KK187602.
Behind every Olga there really is an Olga; put on this Suddenly Slim. (In McCall's, Mar. 1965, p.140) Appl. author: Joan Keay. © 18Feb65; KK185788.
Behind every Olga, there really is an Olga; Suddenly Slim. (In Harper's bazaar, Feb. 1965, p.53) Appl. author: Joan Keay. © 1Feb65; KK186289.
Behind every Olga, there really is an Olga; today's women can instantly achieve a naturally rounded, youthful silhouette; Young Secret. (In Vogue, Feb. 1, 1965, p.101) Appl. author: Joan Keay. © 1Feb65; KK186934.
Behind every Olga there really is an Olga; too pretty for words, Olga designs Suddenly Slim. (In Glamour, Nov. 1964, p.43) Appl. author: Mary Jane Thompson. © 20Oct64; KK185188.
Behind every Olga, there really is an Olga; too pretty for words, Suddenly Slim. (In Playbill, New York, Jan. 1965, p.51) Appl. author: Joan Keay. © 1Jan65; KK186936.
Spring fashion news & figure secrets. (In Seventeen, Feb. 1965, p.168) Appl. author: Joan Keay. © 28Jan65; KK187280.
Spring fashion news & figure secrets, by Olga, first lady of under garments. (In Seventeen, Apr. 1965, p.30) Appl. author: Joan Keay. © 25Mar65; KK187410.

OLIN MATHIESON. E. R. SQUIBB & SONS. See SQUIBB (E. R.) & SONS.

OLIN MATHIESON CHEMICAL CORP. ©
Olin brass fabricated products. 1 v. © 1Apr65; KK188229.

ONE FORTY FOUR CORP.
The mild one; Reimer's Valley Farm wieners. Sheet. © One Forty Four Corp. (in notice: 144 Corp.); 7Jan65; KK185131.

OPAD ELECTRIC CO. ©
Three phase medium voltage d.c. power supplies. Sheet. (Bulletin no.210) Appl. author: Henry Louis Opad. © 1Feb65; KK185270.

ORAL B CO. ©
On the first day of Christmas, I brushed 'em 27,000 times; Oral B automatic. (In Sunset, Nov. 1964, p.3 of cover) Appl. author: Clark W. Lawrence. © 250ct64; KK184982.

ORBIT PRODUCTS, INC. ©
Swivel glides, set of 4, for tubular metal furniture legs. Card. Appl. authors: Sidney J. Shames & Harold Shames. © 13Apr64; KK186820.

ORIGINAL TOY CORP. ©
Global chess & checkers; 800. On wrapper. © 3May65; KK187642.

ORIL CO. ©
First Federal Savings' this day to remember. (In Daily world, Opelousas, La., Jan. 17, 1965, p.16) Appl. author: William A. Cook. © 17Jan65; KK185192.
Lincoln Savings & Loan's this day to remember. (In Daily courier, Lincoln, Ill., Jan. 4, 1965, p.2) Appl. author: William A. Cook. © 4Jan65; KK185015.

ORKIN EXTERMINATING CO., INC. ©
Congratulations; just in case you haven't seen. Folder. © 6Nov64; KK185289.

OSBORN.
Music to have fun by. See RADIO CORP. OF AMERICA.

OSHKOSH B'GOSH, INC.
Best-Prest; what has size range to do with permanent crease slacks. Sheet. © Oshkosh Sportswear a.a.d.o. Oshkosh B'Gosh, Inc.; 160ct64; KK185281.

OSHKOSH BREWING CO. ©
Chief beer, call of the north; contents 12 fl. oz. Sticker. (B-34) © 17Jun65; KK188788.

OSHKOSH SPORTSWEAR. See OSHKOSH B'GOSH, INC.

OSTER (JOHN) MANUFACTURING CO. ©
Big ideas in small appliances; Oster thermo automatic electric coffeemaker & Osterizer pushbutton Classic VIII. (In Premium practice - the magazine of incentive merchandising, Apr. 1965, p.253) © 1Apr65; KK188600.
Charmaire beauty products by Oster; model 256 clipper. (In American hairdresser, Apr. 1965, p.35) © 1Apr65; KK187607.
How to stimulate more business; model M-3 Stim-U-Lax. (In Masters barbers' bulletin, Apr. 1965, p.12-13) © 1Apr65; KK187604.
The kind of clipper your dog deserves, Oster animal clippers. (In Dog world, May 1965, p.21) © 1May65; KK187606.
Matched for performance, for profits; animal clippers. (In Pet shop management, Apr. 1965, p.57) © 1Apr65; KK188597.
Performance matched animal clippers for humane, professional hair clipping and surgical shaving. (In Modern veterinary practice, red book ed., Apr. 15, 1965, p.133) © 15Apr65; KK187761.
Pushbutton drinksmanship, Osterizer Classic VIII with 8 pushbutton speeds. (In Esquire, June 1965, p.142) © 1Jun65; KK188598.
Sign of the Oster professional, where modern barbering begins; detachable blade electric clipper. (In Masters barbers' bulletin, May 1965, p.14-15) © 1May65; KK188599.
What a good idea for coffee; what a good idea for blending. Thermo automatic electic coffeemaker; Osterizer pushbutton classic VIII. (In What's new in home economics, Apr. 1965, p.9) © 1Apr65; KK187605.
Your premium program deserves an Encore by Oster. (In Premium practice, July 1964, p.31) © 1Jul64; KK182178.

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O is for Oxford. (In Book productions industry, May 1965, p.2 of cover) Appl. author: Charles W. Hoyt Co., Inc. © 1May65; KK188613.
Some people think this is all you need to put a good textbook together. (In Book production, Nov. 1964, p.2 of cover) Appl. author: Charles W. Hoyt Co., Inc. © 1Nov64; KK185754.
This is a 16 page, 4 color process, saddle wire stitched, letterpress fan. (In Reporter of direct mail advertising, Apr. 1965, p.4 of cover) Appl. author: Charles W. Hoyt Co., Inc. © 1Apr65; KK187552.
Wherever you find books, you'll find Oxford. (In Business week, Mar. 20, 1965, p.85) Appl. author: Charles W. Hoyt Co., Inc. © 19Mar65; KK188185.
You'll find us in just about any kind of book. (In Book production, Jan. 1965, p.2 of cover) Appl. author: Charles W. Hoyt Co., Inc. © 2Jan65; KK185752.

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Go-getters go Ozark Air Lines. Attache case. (In St. Louis globe-democrat, Apr. 27, 1965, p.10-A) Appl. author: D'Arcy Advertising Co. © 27Apr65; KK188266.

P

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Children played here, until. (In The Saturday evening post, Mar. 7, 1964, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 3Mar64; KK185645.
Cough relief on prescription only; Ambenyl expectorant; telephone Rx record. © 4Jan65 (in notice: 1964); KK186256.
The difference between cough and relief: Benylin expectorant. Card. (PD-D-2023) © 18Jan65; KK186175.
The difference between cough and relief, Benylin expectorant. Two way boy's head. Card. (PD-D-2051) © 25Mar65; KK188729.
Do all wounds heal alike? Essential facts about enzymatic debridement; Elase. Folder. (PD-D-1810) © 24Jan64 (in notice: 1963); KK186172.
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Eldec Kapseals help him hit the mark in later life. Card. (PD-D-2073) © 9Jun65; KK188735.
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Epilepsy can lead to apathy; Dilantin helps to strengthen morale. Folder. (PD-D-1994) © 5Nov64; KK186171.
Epilepsy can rule out a fruitful career; Dilantin can help change aspiration to reality. Folder. (PD-D-1991) © 27Oct64; KK186170.
The epileptic, outsider in the world of childhood? Folder. (PD-D-2000) © 24May65; KK188741.
The epileptic, talent in eclipse? Folder. (PD-D-2059) © 22Apr65; KK188742.
Focus on cough, for effective control of cough, Benylin expectorant. Purple cover. Card. (PD-D-1912) © 17Apr64; KK186178.
Life of the party, but focus of pinworm infection, in pinworm infection, high cure rates; Povan. Card. (PD-D-2022) © 18Jan65; KK186174.
Mrs. Baker will see her grandchildren tomorrow. (In The Reader's digest, May 1964, p.17) Appl. author: Young & Rubicam, Inc. © 21Apr64; KK185632.
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1 player with pinworms, 22 candidates for Povan. Tug-of-war. Card. (PD-D-2019) © 15Dec64; KK186181.
1 youngster with pinworms, 14 candidates for Povan. Musical chairs. Card. (PD-D-2020) © 29Dec64; KK186176.
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The gift, the new Parker 75 in solid sterling silver. (In The National geographic magazine, June 1965, p.719) Appl. author: Leo Burnett Co., Inc. © 25May65; KK188526.
The gift, the new Parker 75 in solid sterling silver. (In The Reader's digest, May 1965, p.28-29) Appl. author: Leo Burnett Co., Inc. © 26Apr65; KK187781.
A girl size hand needs a girl size pen; Jotter. (In Life, Mar. 19, 1965, p.2) Appl. author: Leo Burnett Co., Inc. © 15Mar65; KK186626.
Girl size hands are different; now you can get a Parker compact Jotter ball pen. (In Life, Mar. 26, 1965, p.17) Appl. author: Leo Burnett Co., Inc. © 22Mar65; KK186852.
How to feel proud, instead of polite and perfunctory, on a $5 gift budget; give the Parker 45 convertible. (In Life, Apr. 30, 1965, p.80) Appl. author: Leo Burnett Co., Inc. © 26Apr65; KK187559.
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Stamp out Jotter snitching. (In Life, Apr. 2, 1965, p.119) Appl. author: Leo Burnett Co., Inc. © 29Mar65; KK186968.
Why fuss & fume about what you can do on a $5 gift budget? Give the Parker 45 convertible. (In Life, May 21, 1965, p.15) Appl. author: Leo Burnett Co., Inc. © 17May65; KK188152.
Win a Honda just for being born. (In The Daily Iowan, Mar. 23, 1965, p.3) Appl. author: Leo Burnett Co., Inc. © 23Mar65; KK186853.
Wonderful new way to say you care, give the new Parker 75 in solid sterling silver. (In National geographic magazine, Nov. 1964, p.515) Appl. author: Leo Burnett Co., Inc. © 26Oct64; KK187722.

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Commander, exciting day sailer, one design racer. Sheet. Appl. author: Horton, Church & Goff, Inc. © Pearson Yachts, Grumman Allied Industries, Inc.; 27Nov64 (in notice: 1965); KK188295.

Resolute, 19 feet out of the past. Sheet. Appl. author: Horton, Church & Goff, Inc. © Pearson Yachts, Grumman Allied Industries, Inc.; 6Nov64 (in notice: 1965); KK188294.

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Pellon D-range fabrics endorsed for permanent press pants. (In Apparel manufacturer, Jan. 1965, p.7) © 20Dec64; KK185530.

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Palm green makes it spring; sinking a twenty foot putt while the greens are still winter worn. (In Esquire, Mar. 1964, p.32-33) © 18Feb64; KK187138.

Spirited Sir Pendleton, an exceptional shirt, even among Pendletons. (In The New Yorker, Oct. 3, 1964, p.77) © 10Oct64; KK187140.

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Vegetable margarine; one pound net weight. On folding carton. Appl. author: Don B. Kauffeld. © 20Aug64; KK185793.

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Dentists use and reorder more Benzodent than any other denture adjustment aid. (In Dental industry news, Apr. 1965, p.58-59) Appl. author: R. M. Seller. © 1Apr65; KK188672.

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Comfordent Gel denture cleaner. Sheet. Appl. author: T. M. Seller. © 12Mar65; KK187181.

Comfordent Gel denture cleaner; Comfordent powder denture cleaner. Sheet. Appl. author: T. M. Seller. © 1Mar65; KK186886.

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Comfordent powder denture cleaner; professional sample. On bag. Appl. author: T. M. Seller. © 1Mar65; KK187120.

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Free super sharp ham slicer with Peyton's dinner ham. (In El Paso herald-post, Feb. 4, 1965, section C, p.3) Appl. author: Thomas S. Duff. © 4Feb65; KK185565.

Record jamboree; Del Monte brand sliced bacon. (In El Paso herald-post, city ed., May 13, 1965, section B, p.3) Appl. author: Thomas S. Duff. © 13May65; KK187977.

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Indian coloring bonanza, over 90 authentic Indian scenes to color; 661:0100. On box. © 4Jan65; KK187851.
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Pushout designs for making Stick 'Em color pictures; 219:0200. On box. © 4Jan65; KK187854.
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Stick'em pretty picture pushouts; 301:0150. On box. © 19Apr65; KK188490.
Stick'em pretty picture pushouts; 302:0150. On box. © 19Apr65; KK188491.
Stick'em pushouts; 202A:0100. On folding carton. © 4Jan65; KK188409.
The white buffalo; no.481. Jacket illus. by Jon Nielsen. © 21May65; KK188314.
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Enriched egg noodles; 12 oz. net wt. On folding carton. NM: additions. © 30Dec63; KK185536.

PROCTER & GAMBLE CO. ©
Breakthrough; Radar gives you such confident control, you can leave your comb at home. (In Life) © 23Apr65; KK188235.
Breakthrough; Radar, the new men's hairgroom puts the control in your hair, not on it. (In Time) © 30Apr65; KK188234.
Charmin; 2 rolls tissue. On wrapper. © Procter & Gamble Co. notice: Procter & Gamble); 11Jan65; KK185172.
Crest reduced cavities in test, after test, after test. (In Schenectady gazette, Oct. 29, 1964, p.29) Appl. author: Benton & Bowles, Inc. © 29Oct64; KK185157.
What does this seal of acceptance on every tube of Crest mean to your family? (In The American home, Apr. 1965, p.4 of cover) Appl. author: Benton & Bowles, Inc. © 18Mar65; KK187514.
What was I doing wrong? Crest toothpaste. [Endorsed by Dorothy Campbell] (In Ladies' home journal, Dec. 1964, p.41) Appl. author: Benton & Bowles, Inc. © 24Nov64; KK185155.
Why your dentist may recommend Crest at your next checkup. (In The Reader's digest, Nov. 1964, p.279) Appl. author: Benton & Bowles, Inc. © 25Oct64 (in notice: 1963); KK185156.

PRODUCTION & MARKETING CO. ©
Scrabble brand crossword cubes game; no.93. On wrapper. © 21Dec64; KK186252.

PRODUCTS DIVISION, LEHN & FINK PRODUCTS CORP. See LEHN & FINK PRODUCTS CORP. PRODUCTS DIVISION.

PUNCH-LOK CO. ©
Clampways. Folder. (Bulletin no.87) © 1May64; KK187388.
Clampways. Sheet. (Bulletin no.88) © 1Mar65; KK185746.
Clampways. Sheet. (Bulletin no.89) © 15May65; KK187750.

PUREX CORP., LTD. ©
Economy chlorine costs more than you think, you're better off with Guardex. (In Sunset, May 1965, p.122) Appl. author: Anderson-McConnell Advertising Agency. © 1May65; KK188679.
New, Guardex 4-in-1 test kit for chlorine residual. (In Swimming pool age, Dec. 1964, p.11) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 17Dec64; KK185055.
Purex presents value hunter specials. Folder. © 25Mar65; KK188241.
Value hunter specials. Sheet. © 25Mar65; KK186790.
You're better off with Guardex, economy chlorine costs more than you think; pool chlorine concentrate. (In Los Angeles times home magazine, June 6, 1965, p.91) Appl. author: Anderson-McConnell Advertising Agency. NM: revision. © 6Jun65; KK188601.

PURITAN CORDAGE MILLS. ©
Make things with Puritan rope; room divider. Folder. NM: revision. © 17May65; KK188756.

PURITAN FURNITURE MART. ©
Tomorrow Puritan cuts the price of 150 gold bond quilted sleep sets. (In The Hartford courant, May 2, 1965, p.15-A) Appl. author: Joseph Krumholtz. © 2May65; KK188524.

PURITY STORES, INC. ©
Sof-Touch facial tissues, yellow. On folding carton. © 2Dec64; KK186284.

PYRAMID RUBBER CO., DUNHILL INTERNATIONAL, INC. See DUNHILL INTERNATIONAL, INC. PYRAMID RUBBER CO.

Q

QM PRODUCTIONS, INC.
Twelve o'clock high card game. See TWENTIETH CENTURY FOX TELEVISION, INC.
12 o'clock high junior jigsaw puzzle. See TWENTIETH CENTURY FOX TELEVISION, INC.

QUAKER CITY CHOCOLATE & CONFECTIONERY CO., INC. ©
Good and Plenty licorice flavored candy; 1 1/8 oz. net wt. avoir. (Cartoodle series no.1) On folding carton. © 20Apr65; KK187269.

QUAKER STATE OIL REFINING CORP. ©
It pays to learn this early, Quaker State is the best engine life preserver. (In Newsweek, Oct. 15, 1962, p.4) © 15Oct62; KK185708.

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QUAKER STATE OIL REFINING CO.-Con.
Lubrication recommendations, 1957-1965. 1 v. © 18Jan65; KK185810.

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©
Baked with 100% vegetable oil; Stroehmann Sunbeam. (In Sunbury daily item, Apr. 7, 1965, p.16) © 7Apr65; KK187778.
Finer texture, fresher, too; of course, it's Blue Ribbon; Schmidt's Batter Whipped Blue Ribbon. (In Record herald, Mar. 26, 1965, p.8) © 26Mar65; KK187779.
A giant for flavor; a giant kids love; Giant Blue Ribbon. (In The Republican, Oakland, Md., Apr. 1, 1965, p.6) © 1Apr65; KK187777.
Lowest calorie bread ever; Lo-r-Cal diet bread, baked by Sunbeam. (In The Times and democrat, Orangeburg, S.,C.) © 17Feb65; KK186470.
New from Stroehmann, Hillbilly bread. (In Williamsport sun-gazette, Feb. 24, 1965, p.23) © 24Feb65; KK186617.
New Hillbilly bread. (In The Evening times, Sayre, Pa., Feb. 10, 1965, p.13) © 10Feb65; KK186163.
New, Sunbeam hot bread. (In Waterbury American, Feb. 10, 1965, p.30) © 10Feb65; KK185945.
Now, for the first time in history, a real lower calorie bread; Sunbeam Lo-r-Cal diet bread. (In Daily mail, Anderson, S. C., Feb. 15, 1965, p.12) © 15Feb65; KK186758.
Only one end seal works easily, perfectly time, after time, after time; Huber's Sunbeam bread. (In Bridgeton evening news, May 4, 1965, p.12) © 4May65; KK188440.
Only Sunbeam is Batter Whipped for more even texture. (In Mobile register) © 15Mar65; KK187466.
Only Sunbeam is batter whipped for more lasting freshness. (In Mobile register, Apr. 20, 1965, p.11-A) © 20Apr65; KK188375.
Sunbeam gives you more because no other bread gives these 4 Batter Whipped benefits. (In Manchester union leader, Mar. 22, 1965, p.10) © 22Mar65; KK186969.
Sunbeam's been improved with 100% vegetable oil. (In The Nashville Tennessean, Mar. 3, 1965, p.30) © 3Mar65; KK187743.
What, first prize again? What a bread; Country Kitchen. (In Bangor daily news) © 2Mar65; KK186627.

QUINLAN PRETZEL CO. ©
Frozen instant-toasting soft pretzels; 12 pretzels. On folding carton. © 7Apr65; KK188581.

R

RCA. See RADIO CORP. OF AMERICA.

RADFERM.
Kit-o-tools, complete set of miniature tolls with master handle. On folding carton. © Fred Snyder d.b.a. Radferm; 19Dec63; KK186522.

RADIO CORP. OF AMERICA. ©
An affectionate recollection; John Charles Thomas; LPV-515. Record sleeve. (Vintage series) © 23Apr65; KK187635.
Al Hirt live at Carnegie Hall; LPM/LSP-3416. Record sleeve. © 25Jun65; KK188628.
Alex Hassilev, man of the world; LSP-2911. Record sleeve. © 27Nov64; KK186420.
An American in Spain; Peter Evans; LSP-3306. Record sleeve. © 29Jan65; KK186731.
The amorous adventures of Moll Flanders; LSO-1113. Record sleeve. © 21May65; KK188100.
Anna Moffo, Leopold Stokowski, American Symphony Orchesta. Cateloube, Songs of the Auvergne; Villa-Lobos, Bachianas Brasileiras no.5. LM-2795. Record sleeve. © 26Mar65; KK187102.
The art of Pablo Casals; LM-2699. Record sleeve. © 24Jan64; KK187447.
Arthur Murray presents Discotheque dance party; LSP-2998. Record sleeve. © 30Oct64; KK186241.
Arturo Rubinstein; Beethoven, sonata in F minor, op.57; sonata in C, op.2, no.3; LM-2812. Record sleeve. © 21May65; KK188027.
Baby the rain must fall; Glenn Yarbrough; LPM-3422. Record sleeve. © 7May65; KK188091.
The banjo style of Perry Bechtel; CAL-871. Record sleeve. © 23Apr65; KK187037.
Bartok, concerto for orchestra; Reiner, Chicago Symphony; VIC-1110. Record sleeve. © 21May65; KK188106.
Bechet of New Orleans; Sidney Bechet; Record sleeve. (Vintage series, LPV-510) © 4Jan65; KK186453.
Becket; Richard Burton as Becket, Peter O'Toole as his king; LOC-1091. Record sleeve. © 31Jul64; KK187442.
Beethoven piano concerto no.4; Serkin Toscanini, NBC Symphony Orchestra; LM-2797. Record sleeve. © 23Apr65; KK187636.
Beethoven: Quartet in A minor, op.132; Juilliard String Quartet; LSC-2765. Record sleeve. © 30Oct64; KK186237.
Benny Goodman and his Orchestra featuring great vocalists of our times; CAL-872. Record sleeve. © 26Mar65; KK187113.
The best of Al Hirt; LSP-3309. Record sleeve. © 4Jan65; KK186443.
The best of Arthur Fiedler and the Boston Pops; LM/LSC-2810. Record sleeve. © 25Jun65; KK188636.
The best of Dixieland; Louis Armstrong, Turk Murphy. LSP-2982(e) Record sleeve. © 27Nov64; KK186417.
The best of Don Gibson; LPM/LSP-3376. © 25Jun65; KK188662.
The best of Eddie Fisher; LPM/LSP-3375(e) Record sleeve. © 25Jun65; KK188640.
The best of George Beverly Shea; LSP-2932. Record sleeve. © 4Jan65; KK186456.
The best of Glenn Miller; LPM/LSP-3377(e) Record sleeve. © 25Jun65; KK188639.
The best of Hugo Winterhalter; LPM/LSP-3379(e) Record sleeve. © 25Jun65; KK188638.
The best of Peter Nero; LSP-2978. Record sleeve. © 4Jan65; KK186447.
The best of Sam Cooke, volume 2; LPM/LSP-3373. Record sleeve. © 25Jun65; KK188659.
The best of Skeeter Davis; LPM/LSP-3374. Record sleeve. © 25Jun65; KK188630.
The best of the Blackwood Brothers Quartet; LSP-2931. Record sleeve. © 4Jan65; KK186455.
The best of the legendary Jimmie Rodgers; LSP-3315(e) Record sleeve. © 4Jan65; KK186454.
The best of Tito Puente; LSP-2974(e) Record sleeve. © 4Jan65; KK186446.
The best of Tito Rodriguez; LPM/LSP-3329(e). Record sleeve. © 25Jun65; KK188658.
Bizet, Carmen suite; Gounod, Faust ballet music. Royal Opera House Orchestra, Covent Garden; VIC-1108. Record sleeve. © 21May65; KK188018.
The Blackwood Brothers sing something old, something new; LSP-3334. Record sleeve. © 26Mar65; KK187040.
The Blue Grass story; Porter Wagoner; LSP-2960. Record sleeve. © 28Dec64; KK186440.
A blue million tears; Don Gibson; CAS-852(e) Record sleeve. © 29Jan65; KK186709.
Blues right now; the Norman Luboff Choir; LSP-3312. Record sleeve. © 29Jan65; KK186703.
Bossa Antigua; Paul Desmond; LSP-3320. Record sleeve. © 26Mar65; KK187043.
Brahms, piano concerto no.1; Gary Graffman; Boston Symphony, Charles Munch; VICS-1109. Record sleeve. © 21May65; KK188020.
Brahms symphony no.2; Boston Symphony Orchestra, Erich Leinsdorf; LSC-2809. Record sleeve. © 23Apr65; KK187028.
Broadway beat; Stan Worth plays & sings; LPM-3362. Record sleeve. © 21May65; KK188022.
Candy's theme and other sweets; Hugo Montenegro and his orchestra; LPM-3332. Record sleeve. © 26Feb65; KK186509.
Career girls; Peter Nero; LPM-3313. Record sleeve. © 26Mar65; KK187099.
Caruso in song; LM-2778. Record sleeve. © 29Jan65; KK186714.
Chants of the church sung by the Choir of the Abbey of Mount Angel; LM-2786. Record sleeve. © 26Feb65; KK186518.
Come share my life; Glenn Yarbrough; LSP-3301. Record sleeve. © 26Feb65; KK186726.
Concerto for violin and orchestra, Romantic fantasy; Heifetz, Primrose; LSC-2767. Record sleeve. © 30Oct64; KK186217.
Connie Smith; LPM-3341. Record sleeve. © 26Mar65; KK187110.
Constant sorrow; Bobby Bare; LPM/LSP-3395. Record sleeve. © 25Jun65; KK188657.
Count Basie in Kansas City; Bennie Moten's great band; LPV-514. Record sleeve. (Vintage series) © 23Apr65; KK187639.
Country barn dance; Pee Wee King and his band featuring Redd Stewart; CAL-876. Record sleeve. © 23Apr65; KK187633.
Country music shindig; the Three Suns; LSP-3354. Record sleeve. © 23Apr65; KK187029.
Crusade soloist George Beverly Shea sings Billy Graham's favorites; LPM-3346. Record sleeve. © 26Mar65; KK187039.
Dance Latino; Perez Prado; LPM-3330. Record sleeve. © 23Apr65; KK187045.
Dance party discotheque; Johnny Douglas & his orchestra; CAL/CAS-883. Record sleeve. © 25Jun65; KK188635.
David Merrick presents Carol Channing in the new musical comedy Hello, Dolly; LSOD-1087. Record sleeve. © 27Jan64; KK187446.
The death of the Bishop of Brindisi; Boston Symphony, Erich Leinsdorf; LSC-2785. Record sleeve. © 29Jan65; KK186711.
Do you thank the Lord each day? The Blackwood Brothers Quartet; CAS-854(e) Record sleeve. © 4Jan65; KK186428.

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Don Bowman, fresh from the funny farm; LPM-3345. Record sleeve. © 26Mar65; KK187107.

Doris Akers, highway to heaven; LPM-3335. Record sleeve. © 26Mar65; KK187112.

Down memory lane with the Ames Brothers; LSP-2981(e) Record sleeve. © 27Nov64; KK186421.

Down memory trail with the Sons of the Pioneers; LSP-2957. Record sleeve. © 30Oct64; KK186233.

Dracula's greatest hits; featuring the voice characterizations of Gene Moss; LSP-2977. Record sleeve. © 20Oct64; KK187439.

The easy way; Eddy Arnold; LSP-3361. Record sleeve. © 23Apr65; KK187024.

Ed Ames, my kind of songs; LPM-3390. Record sleeve. © 21May65; KK188021.

Eddie Cantor sings Ida, sweet as apple cider and his other hits; CAS-870. Record sleeve. © 27Nov64; KK186424.

An evening concert by Tony Fontane; LPM/LSP-3383. Record sleeve. © 25Jun65; KK188661.

Everlasting sacred songs by country stars; Eddy Arnold; CAL-880(e) Record sleeve. © 21May65; KK188109.

Everybody loves somebody; Living Strings; CAL-864. Record sleeve. © 26Mar65; KK187051.

Eyes for you; Ethel Ennis; LSP-2984. Record sleeve. © 30Oct64; KK186239.

Falla's seven popular Spanish songs; Shirley Verrett; LSC-2776. Record sleeve. © 29Jan65; KK186715.

Far away places with Leo Addeo, his orchestra and chorus; CAS-901. Record sleeve. © 21May65; KK188114.

The father of honky tonk, Poppa John Gordy; CAL-862(e) Record sleeve. © 26Feb65; KK186722.

Favorites of the Radio City Music Hall; Dick Leibert at the Radio City Music Hall organ; LPM-3327. Record sleeve. © 23Apr65; KK187046.

Ferde Grofe, Grand Canyon suite; Boston Pops, Arthur Fiedler; LM-2789. Record sleeve. © 26Feb65; KK186510.

Ferde Grofe, World's Fair Suite; the World's Fair Symphony Orchestra, Paul Lavalle; LSC-2764. Record sleeve. © 12Jun64; KK187438.

Feuer & Martin present Hildegarde Neff, Don Ameche in Silk stockings; LOC-1102. Record sleeve. © 21May65; KK188112.

Fiddler on the roof; Zero Mostel; LSO-1093. Record sleeve. © 20Oct64; KK186226.

For you from us; The Astronauts; LPM-3359. Record sleeve. © 21May65; KK188096.

Fort Worth, Dallas, or Houston; George Hamilton IV; LSP-2972. Record sleeve. © 30Oct64; KK186231.

Four saints in three acts; Virgil Thomson; Gertrude Stein. Record sleeve. (Treasury of immortal performances, LM-2756) © 30Oct64; KK186242.

Frankie Randall at it again; LPM-3364. Record sleeve. © 23Apr65; KK187025.

Frankie Randall sings & swings; LSP-2967. Record sleeve. © 4Jan65; KK186441.

Free, frantic and funky; Wild Bill Davis; LSP-3314. Record sleeve. © 26Feb65; KK186725.

French art songs; Cesar Valletti; LSC-2787. Record sleeve. © 26Feb65; KK186517.

A French program; Artur Rubinstein; LSC-2751. Record sleeve. © 30Oct64; KK186240.

Gene Barry, star of Burke's law, sings of love and things; LSP-2975. Record sleeve. © 30Oct64; KK186232.

Gloryland march; Hank Snow; LPM/LSP-3378. Record sleeve. © 25Jun65; KK188651.

Go, go, go; the Astronauts; LSP-3307. Record sleeve. © 29Jan65; KK186730.

Goldfinger and other music from James Bond thrillers; Ray Martin and his orchestra; CAL/CAS-913. Record sleeve. © 25Jun65; KK188629.

The Grand Terrace Band; Earl Hines. Record sleeve. (Vintage series, LPV-51.) © 26Feb65; KK186515.

Great jazz pianists of our time; Oscar Peterson, Erroll Garner; Art Tatum; CAL-882(e) Record sleeve. © 21May65, KK188105.

Great music for relaxation; conducted by Fiedler, Gould, Munch, Stokowski, Agoult; LM-2800. Record sleeve. © 26Mar65; KK187104.

The groovy sound of music; Gary Burton; LPM-3360. Record sleeve. © 26Feb65; KK186506.

The gypsy violin of Emery Deutsch playing selections from Fiddler on the roof; LPM-3363. Record sleeve. © 23Apr65; KK188101.

Hank Locklin sings Eddy Arnold; LPM/LSP-3391. Record sleeve. © 25Jun65; KK188656.

Hank Locklin sings Hank Williams; LSP-2997. Record sleeve. © 30Oct64; KK186230.

Hank Snow sings your favorite country hits; LSP-3317. Record sleeve. © 29Jan65; KK186702.

Happiness is a thing called love; Malcolm Dodds sings; CAL-873. Record sleeve. © 26Mar65; KK187050.

Harold Prince presents the new musical comedy, Flora the red menace with Liza Minnelli; LSO-1111. Record sleeve. © 21May65; KK188107.

Hawaiian paradise; Leo Addeo, his orchestra and chorus; CAS-853. Record sleeve. © 4Jan65; KK186427.

Heart on my sleeve; Don Robertson; LPM-3348. Record sleeve. © 26Mar65; KK187355.

Here comes my baby; Dottie West; LSP-3368. Record sleeve. © 21May65; KK188094.

Hits from the country hall of fame; Floyd Cramer; LSP-3318. Record sleeve. © 26Feb65; KK186513.

Hits from the heart; Hank Cochran. LSP-3303. Record sleeve. © 29Jan65; KK186733.

Homer & Jethro sing Tenderly and other great love ballads; LSP-3357. Record sleeve. © 23Apr65; KK187033.

I don't hurt anymore and other country favorites; Living Voices; CAS-860. Record sleeve. © 29Jan65; KK186706.

I heard the bluebirds sing; The Browns; CAS-885(e) Record sleeve. © 21May65; KK188103.

If you are but a dream; Mario Lanza; LM-2790(e) Record sleeve. © 26Feb65; KK186724.

I'm throwing rice & other favorites by Eddy Arnold; CAL/CAS-897(e) Record sleeve. © 25Jun65; KK188634.

In harm's way; original sound track composed by Jerry Goldsmith; LSO-1100. Record sleeve. © 26Mar65; KK187114.

Insight; the Rod Levitt Orchestra; LPM-3372. Record sleeve. © 21May65; KK188092.

The international teenage sensation, Rita Pavone; LPM-2900. Record sleeve. © 22May64; KK187035.

It's nice to go trav'ling; Si Zentner & his orchestra; LPM/LSP-3388. Record sleeve. © 25Jun65; KK188654.

J. J.; LPM-3350. Record sleeve. © 23Apr65; KK187031.

Jazz suite on the Mass texts; Paul Horn; LPM/LSP-3414. Record sleeve. © 25Jun65; KK188632.

James Michener's favorite music of the South Sea Islands; LSP-2995. Record sleeve. © 26Feb65; KK186519.

The Jim Reeves way; LSP-2968. Record sleeve. © 29Jan65; KK186727.

Joe Williams, The song is you; LPM-3343. Record sleeve. © 26Mar65; KK187106.

The John Gary Christmas album; LSP-2940. Record sleeve. © R. C. A. a.a.d.o. Radio Corp. of America; 20Oct64; KK187434.

John Gary with a little bit of heaven; LSP-2994. Record sleeve. © 4Jan65; KK185448.

John Jacob Niles, folk balladeer. Record sleeve. (Vintage series, LPV-513) © 26Feb65; KK186521.

Juan Serrano at the World's Fair; LSP-3328. Record sleeve. © 26Mar65; KK187041.

Jus' keep on singin'; 12 spirituals, Marian Anderson; LM-2796. Record sleeve. © 26Mar65; KK187053.

Jussi Bjoerling in concert; LM-2784. Record sleeve. © 29Jan65; KK186712.

The Kennedy wit; David Brinkley, narrator; spoken introd. by Adlai E. Stevenson; VDM-101. Record sleeve. © 6Nov64; KK187444.

Khachaturian, piano concerto; Lorin Hollander plays, Andre Previn conducts; LSC-2801. Record sleeve. © 23Apr65; KK187027.

The Latin sound of Henry Mancini; LSP-3356. Record sleeve. © 21May65; KK188099.

Lecuona plays Lecuona; LPM-1055. Record sleeve. © 27Mar64; KK187437.

Led by the Master's great hand; Jack Holcomb; LPM/LSP-3384. Record sleeve. © 25Jun65; KK188631.

Leonard Pennario plays, Andre Previn, conducts, Rachmaninoff concertos nos. 1 and 4; Royal Philharmonic Orchestra; LM-2788. Record sleeve. © 26Feb65; KK186516.

Let me get close to you; Skeeter Davis; LSP-2980. Record sleeve. © 30Oct64; KK186238.

Let's go all the way; Norma Jean; LSP-2961. Record sleeve. © 30Oct64; KK186236.

The Limeliters, London concert; LSP-2907. Record sleeve. © 4Jan65; KK186434.

The Limeliters look at love in depth; LPM/LSP-3385. Record sleeve. © 25Jun65; KK188653.

Liszt, sonata in B minor; Shubert, sonata in A minor, op.143. Emil Gilels; LSC-2811. Record sleeve. © 26Mar65; KK187052.

Livin' it up with Flora, the red menace; The Showguys; LSP-3412. Record sleeve. © 7May65; KK188108.

Living jazz, Dear heart and other favorites; CAL-878. Record sleeve. © 23Apr65; KK187030.

Living Jazz: The girl from Ipanema, and other hits; CAS-848. Record sleeve. © 30Oct64; KK186219.

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Living Strings play songs to remember; CAS-857. Record sleeve. © 23Apr65; KK187023.

Living Strings plus harp: The melody lingers on; CAS-847. Record sleeve. © 30Oct64; KK186220.

Louis Armstrong in the '30's, in the 40's; LSP-2971(e) Record sleeve. © 27Nov64; KK186423.

Love is strange; Mickey & Sylvia; CAL-863(e) Record sleeve. © 26Feb65; KK186721.

Lovin' place; Gal Garnett; LSP-3305. Record sleeve. © 4Jan65; KK186729.

Luau at Waikiki; Ray Kinney, master of cermonies, presents Harold Hakuole and The Villagers; LSP-2885. Record sleeve. © 27Nov64; KK187445.

The magic touch of Floyd Cramer; CAS-874. Record sleeve. © 26Mar65; KK187049.

Makeba sings; Mariam Makeba; LPM-3321. Record sleeve. © 26Mar65; KK187109.

The man; Lorne Greene; LSP-3302. Record sleeve. © 29Jan65; KK186734.

The many faces of Gale Garnett; LSP-3325. Record sleeve. © 23Apr65; KK187047.

Maple on the hill & other old time country favorites; Carlisle Brothers; CAL/CAS-898(e) Record sleeve. © 25Jun65; KK188650.

Marian Anderson at Constitution Hall, Washington, D. C., farewell recital; LSC-2781. Record sleeve. © 4Jan65; KK186437.

Martha Carson sings; CAL/CAS-906(e) Record sleeve. © 25Jun65; KK188660.

Masters of the guitar, vol.3; LSC-2772. Record sleeve. © 30Oct64; KK186216.

Mellow moods of love; the Anita Kerr Singers; LPM-3322. Record sleeve. © 26Feb65; KK186512.

The Merry widow and other wonderful waltzes by Franz Lehar; London Proms Symphony Orchestra; VICS-1106. Record sleeve. © 26Mar65; KK187105.

Mister sincerity, a tribute to Ernest Tubb; George Hamilton IV; LSP-3371. Record sleeve. © 21May65; KK188093.

Moody; Della Reese; LSP-2814. Record sleeve. © 4Jan65; KK186439.

More music from million dollar movies; Boston Pops, Arthur Fiedler; LSC-2782. Record sleeve. © 4Jan65; KK186438.

Mother Goose and Father Gander; told and sung by Cynthia Gooding and Don Drake; CAL-1058. Record sleeve. © 26Feb65; KK187450.

Motion picture themes on the march; Paul Lavalle and the Band of America; LSP-3304. Record sleeve. © 29Jan65; KK186732.

Music for everyone, Bob Ralston, organist; CAS-845. Record sleeve. © 30Oct64; KK186221.

Music for romance; the Melachrino Strings and orchestra; LSP-2979. Record sleeve. © 27Nov64; KK186422.

Music for voice and guitar; Peter Pears and Julian Bream; LSC-2718. Record sleeve. © 29Jan65; KK186716.

Music from Mary Poppins; Living Voices; CAS-881. Record sleeve. © 26Mar65; KK187048.

Music from the Broadway hit Fiddler on the roof; Claus Ogerman; LSP-2964. Record sleeve. © 90ct64; KK186227.

Music from The sound of music; Living Strings; CAS-869. Record sleeve. © 26Feb65; KK186720.

Music theater of Lincoln Center, Richard Rodgers; an original cast album, Alfred Drake in Kismet; LOC-1112. Record sleeve. © 25Jun65; KK188781.

Music to have fun by, conducted by Fiedler; LM-2813. Illus. signed: Osborn. Record sleeve. © 21May65; KK188110.

My cup of tea; Si Zentner and his orchestra; LSP-2992. Record sleeve. © 29Jan65; KK186505.

My favorite guitars; Chet Atkins; LPM-3316. Record sleeve. © 26Feb65; KK186514.

My kind of waltztime; Ethel Ennis; LPM-2986. Record sleeve. © 26Mar65; KK187100.

The nearness of you; John Gary; LPM/LSP-3349. Record sleeve. © 25Jun65; KK188633.

The new sound of Broadway; the Melachrino Strings and Orchestra; LPM-3323. Record sleeve. © 26Mar65; KK187042.

Nobody else but me! Tommy Leonetti; LSP-2962. Record sleeve. © 30Oct64; KK186225.

North of the border; Mariachi Los Camperos of Nati Cano; LPM-3340. Record sleeve. © 26Mar65; KK187111.

Odetta sings Dylan; LPM-3324. Record sleeve. © 26Feb65; KK187449.

An old log cabin for sale; Porter Wagoner; CAL-861(e) Record sleeve. © 26Feb65; KK186723.

One night of love; Anna Moffo, Skitch Henderson conducting the RCA Victor Orchestra; LM-2794. Record sleeve. © 26Mar65; KK187038.

The orchestra and chorus of Henry Mancini; Dear heart and other songs about love; LSP-2990. Record sleeve. © 4Jan65; KK186444.

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Piano music of Schumann, Liszt, Hindenmith, Scriabin; Ronald Turini; LSC-2779. Record sleeve. © 29Jan65; KK186713.

The pick of the country, volume 2; Eddy Arnold; LSP-2956(e) Record sleeve. © 27Nov64; KK186419.

Pierre Monteux conducts Elgar Enigma variations; Brahms, Variations on a theme by Haydn; VIC-1107. Record sleeve. © 21May65; KK188019.

Pop hits from the country side; Eddy Arnold; LSP-2951. Record sleeve. © 30Oct64; KK186229.

Prokofieff, Peter and the wolf, narrated by Lorne Green; London Symphony Orchestra; LM-2783. Record sleeve. © 21May65; KK188111.

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RCA Victor presents Elvis in an original soundtrack album ... Kissin' cousins; LSP-2894. Record sleeve. © R. C. A. a.a.d.o. Radio Corp. of America; 27Mar64; KK187435.

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Saint-Saëns, Carnival of the animals; Britten, The young person's guide to the orchestra. Boston Pops, Arthur Fiedler; LM-2596. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 27Mar64; KK185831.

Sam Cooke at the Copa; LSP-2970. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 20Oct64; KK186047.

Schubert: Quintette, C major; Heifetz-Piatigorsky concerts; LSC-2737. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 3Jan64; KK185421.

Schumann, Symphony no.4; Beethoven, Leonore overture no.3. Boston Symphony Orchestra, Erich Leinsdorf; LSC-2701. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 27Mar64; KK185830.

Skeeter Davis, I forgot more than you'll ever know; CAS-818(e) Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 26Jun64; KK185871.

Slaughter on Tenth Avenue and other hits from the big shows; Boston Pops, Arthur Fiedler; LSC-2747. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 22May64; KK185933.

Small wonder; Rita Pavone; LSP-2996. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 20Oct64; KK186050.

Smoky Mountain ballads. Record sleeve. (Vintage series, LPV-507) © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 20Oct64; KK186045.

So tenderly; John Gary; LPM-2922. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 31Jul64; KK186042.

Something wonderful happens, Frankie Fanelli; LSP-2898. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 28Aug64; KK185982.

Something's coming; Gary Burton; LSP-2880. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 24Apr64; KK186068.

Sometimes I'm happy, sometimes I'm blue; Eddy Arnold; LSP-2909. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 22May64; KK186091.

Songs of faith and inspiration; the Robert Shaw Chorale; LSC-2760. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 20Oct64; KK186022.

Songs of tragedy; Hank Snow; LSP-2901. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 31Jul64; KK186039.

The soul of me; Letty Lester; LSP-2945. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 31Jul64; KK186036.

Special delivery; Bobby Bare, Joey Powers, Roy Orbison; CAS-820(e) Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 22May64; KK185918.

The Statesmen Quartet with Hovie Lister spotlights Doy Ott; LSP-2864. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 26Jun64; KK185844.

Stomps and joys; Jelly Roll Morton. Record sleeve. (Vintage series, LPV-508) © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 20Oct64; KK186046.

Strauss: Ein Heldenleben; Reiner, Chicago Symphony. (Richard Strauss: Ein Heldenleben); VICS-1042. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 24Apr64; KK186078.

Suddenly it's springtime; Marty Gold and his orchestra; LSP-2882. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 24Apr64; KK185932.

Sugar lips; Al Hirt; LSP-2965. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 31Jul64; KK186034.

Sunday in New York; music ... played by Peter Nero; LSP-2827. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 3Jan64; KK185405.

The sweetest sounds; Kate Smith; LSP-2921. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 31Jul64; KK186038.

Swim with the Go-Go's; LSP-2930. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 5Jun64; KK185839.

Tchaikovsky, Swan lake; Boston Pops, Arthur Fiedler; LSC-2688. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 28Feb64; KK185936.

Tchaikovsky Symphony no.6; Monteux, Boston Symphony Orchestra; VICS-1009. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 24Apr64; KK186076.

30 hits of the fantastic 50's; Frankie Carle; LSP-2881. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 27Mar64; KK185882.

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Tony Fontane sings concert tour favorites; LSP-2869. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 26Jun64; KK185866.

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The Travelin' Bare; Bobby Bare; LSP-2955. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 20ct64; KK186055.

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Try a little tenderness; Malcolm Dodds; CAS-831. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 31Jul64; KK186060.

12 double-barreled hits of '64; Frankie Carle; LSP-2915. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 24Apr64; KK185857.

Van Cliburn Brahms concerto no.1; LSC-2724. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 28Aug64; KK185992.

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The voice of Africa; Miriam Makeba; LSP-2845. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 27Mar64; KK185878.

Wagner: Tannhäuser, overture and Venusberg music; Charles Munch; VICS-1065. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 3Jan64; KK185426.

The Wayfarers at the World's Fair; LPM-2946. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 31Aug64; KK185986.

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Women in my life; Sergio Franchi; LSC-2696. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 3Jan64; KK185420.

The Womenfolk; LSP-2832. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 28Feb64; KK185911.

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The Worth is yet to come; Stan Worth sings and plays; LSP-2939. Record sleeve. © Radio Corp. of America, RCA Victor Record Division (in notice: Radio Corp. of America); 20ct64; KK186058.

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Meet Honeysuckle White; a new breed of turkey; Checkerboard Farms Honeysuckle White. (In Better homes & gardens, Jan. 1964, p.77) © 9Sep63; KK182269.

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Slip Gard, invisible permanent protection in tub or shower; contents: 12 fluid ounces. On folding carton. © Standard Coffee Co., Inc. d.b.a. Reily Chemical Co.; 10Mar65; KK187229.

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Anything worth keeping, keep in Freezette Flats. Folder. Appl. author: Elon C. Olson. © 25Feb65; KK187321.

4 new Freezette Flats, containers to meet every food storage need. Sheet. Appl. author: Elon C. Olson. © 25Feb65; KK187320.

Freezettes; Polly-Flex. Sheet. Appl. author: Elon C. Olson. © 17Feb65; KK187319.

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Camel time is flavor time. (In Look, Jan. 26, 1965, p.4 of cover) © 12Jan65; KK185502.

Do you keep reaching for taste that's not really there? Camel's real taste satisfies longer. (In The New York times, Dec. 28, 1964, p.30) © 27Dec64; KK185366.

Good times call for good taste; Winston filter cigarettes. (In TV guide, Mar. 27, 1965, p.4 of cover) © 24Mar65; KK186878.

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Stop here first for vacation cash. Sheet. © 26Mar65; KK186983.

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Thank you. Sheet. © Rhadcliff Co. (in notice: Rhadcliff); 14Dec64; KK184897.

3 steps to extra cash for house repairs. Sheet. © 26Mar65; KK186978.

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Treasure map; x marks the spot where you'll get the cash. Sheet. © 14Dec64; KK184901.

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Jewel elastic waistband for easy-to-make skirts; no.1209. Card. © 250ct64; KK184957.

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Craig pin remover. Sheet. Appl. author: Harry T. Treace. © 12May65; KK188195.

Improved Thomas leg splint. Sheet. Appl. author: Harry T. Treace. © 17May65; KK188194.

New Richards PEHR abduction hip splint. Sheet. Appl. author: Harry T. Treace. © 1Jan65; KK184937.

New Richards Pehr abduction hip splint. Sheet. Appl. author: Harry T. Treace. © 23Feb65; KK186660.

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Deluxe seamless sheer Cantrece; Cantr-PP-1. On bag. © 13Jan65; KK187020.

Seamless stretch sheer hosiery; 100% nylon; SH no.2-SS. On bag. © 12May65; KK188748.

Sheer seamless textured hosiery. (Fleur-de-lis) On bag. (Design no.T-1-S) © 22Dec64; KK186255.

Sheer seamless textured hosiery. (Musette) On bag. (Design no.T-2-S) © 22Dec64; KK186254.

Sheer, textured hoisery; PB-T-S-1. (Design PB-T-S-1) © 1Feb65; KK185602.

Stroh's vanilla ice milk; one half gallon liquid. On folding carton. (Design no.2043) © 22Mar65; KK187519.

Textured casual stretch hosiery; TC-1. On bag. © 28Jan65; KK185388.

RITE SIZE CORRUGATED MACHINERY CO. ©
Box machine, model BM 36-9; product data sheet. Appl. author: Potter Hazlehurst, Inc. © 26Jun64; KK185592.

Box machine, model BM 55-1; product data sheet. Appl. author: Potter Hazlehurst, Inc. © 30Apr64; KK185590.

Lift & taper; product data sheet. Appl. author: Potter Hazlehurst, Inc. © 1Dec64; KK185591.

2 bar slitter-scorer, models 5" & 6"; product data sheet. Appl. author: Potter Hazlehurst, Inc. © 31Aug64; KK185593.

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At Zabel Brothers, Philadelphia, front office and pressroom agree. (In Modern lithography, Jan. 1965, p.1) © 2Jan65; KK186167.

Front office and pressroom agree on the advantages of Dampen-Orr. (In Modern lithography, Feb. 1965, p.1) © 1Feb65; KK186168.

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Moby Dick fish sandwich. See GORTON (SLADE) & CO., INC.

Seaside Dinner salt codfish; 1 lb. net. Sticker. © 8May64; KK185547.

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White label Ronrico distilled Puerto Rican rum. Sticker. © 19Apr65; KK188724.

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ROSS LABORATORIES. ©
Congenital orthopedic anomalies. Poster. (Nursing education aid, no.15) Appl. author: James E. Jeffries. © 20Apr65; KK188044.

The first nursery-ready formula in disposable glass bottles; Similac 20 in nursing bottles, schedule of infant feedings. (Hospital leave behind detailing aid) Card. Appl. author: James E. Jeffries. © 20Nov64; KK186277.

Modern formula preparation for your prescription, hospital discharge pack; Similac 20 in nursing bottles. (Physicians leave behind detailing aid) Card. Appl. author: James E. Jeffries. © 18Nov64; KK186278.

ROSSIN (DONALD F.) CO., INC. ©
Bible study helps; Bible index tabs. Folder. © 21Nov64; KK186972.

ROTH, CLIFFORD F. See GRAIN BELT SPECIALTIES.

ROTHMAN (HARRY) INC. ©
All men are not created equal when it comes to size and shape; hand tailored suits of English worsteds. (In The New York times, Mar. 2, 1965, p.23) © 2Mar65; KK185813.

Be sure to go there; hand tailored suits of English worsteds. (In The New York times, Apr. 13, 1965, p.26) © 13Apr65; KK187170.

Buy 100 shares of Harry Rothman; hand tailored imported worsted fashion first suits. (In The New York times, Mar. 16, 1965, p.16) © 16Mar65; KK186459.

Do 6, 7 or 8 make you a wholesaler? Cool elegance in hand tailored suits. (In The New York times, May 25, 1965, p.33) © 25May65; KK188084.

How does Harry Rothman do it? How smart is your children's father? (In The New York times, June 15, 1965, p.22) © 15Jun65; KK188593.

How does Harry Rothman do it? How to join the H. D. H. R. D. I. Club. (In The New York times, June 8, 1965, p.20) © 8Jun65; KK188399.

Rich or poor, it's nice to have money; natural shoulder hand tailored suits. (In The New York times, May 11, 1965, p.27) © 11May65; KK187697.

This tree has no branches; hand tailored suits of English worsteds. (In The New York times, Mar. 30, 1965, p.22) © 30Mar65; KK186877.

What price luxury; a special group of hand-tailored worsted suits. (In The New York times, Jan. 26, 1965, p.19) © 26Jan65; KK185193.

Why wait to become chairman of the board? Italian pure silk hand tailored suits. (In The New York times, Apr. 27, 1965, p.16) © 27Apr65; KK187390.

You get a vacation either way; Italian silk hand tailored suits. (In The New York times, Feb. 16, 1965, p.16) © 16Feb65; KK185537.

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At 60 miles an hour, the loudest noise in this new Land-Rover comes from the roar of the engine. (In The New York times, Jan. 10, 1965, p.S-13) Appl. author: Freeman & Gossage, Inc. © 10Jan65; KK185272.

Her mother's Land-Rover is more conspicuous than her father's '65 Ford. (In The Wall Street journal, Mar. 30, 1965, p.17) Appl. author: Freeman & Gossage, Inc. © 30Mar65; KK187287.

If the Rover 2000 is so revolutionary, why doesn't it look funny? (In Automotive news, Dec. 14, 1964, p.40) Appl. author: Freeman & Gossage, Inc. © 14Dec64; KK185236.

If you're tired of cars that handle like the Graf Zeppelin, maybe you're ready for a Rover 2000. (In Car and driver, Jan. 1965, p.16) Appl. author: Freeman & Gossage, Inc. © 22Dec64; KK185319.

The Rover 2000 sports sedan as shown above will do everything but shine and shed water. (In The New Yorker, Feb. 6, 1965, p.77) Appl. author: Freeman & Gossage, Inc. © 6Feb65; KK185477.

To whom it may concern: Does your government intend to walk until next year? (In San Francisco chronicle, Apr. 21, 1965, p.19) Appl. author: Freeman & Gossage, Inc. © 21Apr65; KK187993.

ROYAL CROWN COLA CO. ©
You'll flip at the zzzip in RC cola. [Exclaiming boy] (In Look, Apr. 20, 1965, p.61) Appl. author: D'Arcy Advertising Co. © 6Apr65; KK187622.

You'll flip at the zzzip in RC cola. [Exclaiming girl] (In The Reader's digest, Feb. 1965, p.29) Appl. author: D'Arcy Advertising Co. © 25Jan65; KK187621.

ROYAL GAMES.
Royal Deal. On wrapper. © Keith E. Kenyon d.b.a. Royal Games; 24Mar65 (in notice: 1964); KK187281.

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The best of both, LeBaron of opaque vyluxe; Kar-Rugs. Sheet. Appl. author: Robert W. Loos. © 25Mar65; KK187064.

Big plus profit promotion for Rubbermaid retailers during June and July 1965. Sheet. © 15Apr65; KK187460.

Cash in on big national television promotion ... featuring Rubbermaid turntables. Sheet. © 3Feb65; KK185532.

Cool way to beat the heat; stove 'n counter mats. [Girl holding spoon, looking into steaming pot] Sheet. © 1Mar65; KK186827.

Cool way to beat the heat; stove 'n counter mats. [Girl preparing coffee] Sheet. © 1Mar65; KK186828.

Exclusively yours, Concertina; Kar-Rugs. Sheet. Appl. author: Robert W. Loos. © 1Feb65; KK185278.

Get ready for an April shower of profits with Rubbermaid's spring specials; no.6032 dish drainer & no.1191 drainer tray. Sheet. © 1Dec64; KK185295.

Give them a whirl; turntables unclutter kitchen cabinets. Sheet. © 22Apr65; KK187459.

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It's expected of the leader; Coronado metallic. Sheet. Appl. author: Robert W. Loos. © 8Jan65 (in notice: 1964); KK185060.

Kar-Rugs on display. Sheet. (KC-20) © 17May65; KK188134.

Kushion-Tred. Sheet. © 15Dec64; KK186645.

March 17 - May 17 Command TV Performance featuring new Rubbermaid turntables. 1 v. © 5Feb65; KK185975.

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Matches any color, naturally; Krystaliner; Kar-Rugs. Sheet. Appl. author: Robert W. Loos. © 25Mar65; KK187541.

New for 1965, Rubbermaid turntable; item no.FD2300. Sheet. © 17Dec64; KK185293.

New fp display program for housewares retailers. Sheet. © 29Jan65; KK185531.

A new way to sell more Rubbermaid turntables; no.8846 pegboard turntable assortment. Sheet. © 15Apr65; KK187463.

A new way to sell more Rubbermaid turntables; order no.8836 display assortment. Sheet. © 15Apr65; KK187462.

Now get top impulse sales and profit from fast selling Rubbermaid gadgets. Sheet. © 15Apr65; KK187461.

Quality helps you sell up; Coronado crystal. Sheet. Appl. author: Robert W. Loos. © 8Jan65 (in notice; 1964); KK185058.

Refuse container with snap-lock lid; no.B5-0445-20. Sheet. © 29Dec64; KK185294.

Rubbermaid, perfect for the decorating and convenience plans of your new home. (In New home journal 1965, p.27) © 1Jan65; KK186475.

She loves that luxurious new car carpeting, keep it that way with Aztec tinted crystal Kar-Rugs. Sheet. Appl. author: Robert W. Loos. © 8Jan65; KK185064.

Shelf-Kushion merchandising display fixture no.KO-0819. Sheet. © 8Mar65; KK187173.

Star performer, Krystaliner; Kar-Rugs. Sheet. Appl. author: Robert W. Loos. © 1Feb65; KK185279.

Teaching aids from Rubbermaid. (In What's new in home economics, Feb. 1965, p.9) © 26Jan65; KK187200.

Thrilled with her fine new car; keep her happy by suggesting Aztec tinted crystal Kar-Rugs. Sheet. Appl. author: Robert W. Loos. © 8Jan65; KK185062.

Variety chain display program. Folder. © 15Feb65; KK186646.

Vegas Kar-Rugs. Sheet. Appl. author: Robert W. Loos. © 8Jan65 (in notice: 1964); KK185061.

You just can't beat quality; Coronado crystal. Sheet. Appl. author: Robert W. Loos. © 8Jan65 (in notice: 1964); KK185059.

RUBINSTEIN (HELENA) INC. ©

Are you keeping up with the browns? Tintillate. (In Ladies' home journal, April 1965, p.2) © 23Mar65; KK187695.

Don't fret about it, Nudit; it's Helena Rubinstein's complete facial depilatory treatment. (In McCall's, Apr. 1965, p.12) © 23Mar65; KK187523.

Facial hair? Now, the problem is solved; read about the marvelous answer from Helena Rubinstein; Nudit. (In Ladies' home journal, Mar. 1965, p.4) © 23Feb65; KK185943.

Helena Rubinstein creates for you, the woman who wants to see definite beauty results, Herbessence Skin Life. (In Vogue, Sept. 15, 1964, p.41) © 15Sep64; KK185801.

Helena Rubinstein proudly presents the new scientific advance in temporary wrinkle-smoothers; Beautilift. (In Plain dealer, Cleveland, Apr. 4, 1965, p.16-E) © 4Apr65; KK188137.

Helena Rubinstein says: Brush on a happy face with new Natural Blush. (In Ladies' home journal, Feb. 1965, p.2) Appl. author: Warwick & Legler, Inc. © 28Jan65; KK185254.

Helena Rubinstein says, brush on a happy face with new Natural Blush and exclusive telescoping brush. (In The New York times, Feb. 7, 1965, p.88) © 7Feb65; KK186412.

How can you tell a do nothing skin cream from the real thing? Skin Dew. (In Cosmopolitan, Feb. 1965, p.2) © 26Jan65; KK186857.

Look, the longest lashes alive; yours with Long-Lash by Helena Rubinstein. [Eye of woman] (In Ladies' home journal, Feb. 1965, p.4) Appl. author: Warwick & Legler, Inc. © 26Jan65; KK185252.

Look, the longest lashes alive; yours with Long-Lash by Helena Rubinstein. [Face of woman] (In Mademoiselle, Feb. 1965, p.43) Appl. author: Warwick & Legler, Inc. © 29Jan65; KK185253.

Look, the longest lashes alive; yours with Long-Lash by Helena Rubinstein. (In The New York times, Feb. 28, 1965, p.81) © 28Feb65; KK187838.

New, the first summer deodorant from Helena Rubinstein; Super Biodorant. (In McCall's, June 1965, p.7) © 20May65; KK188278.

Now you can shampoo permanent color into your hair, the new easy way; Tintillate by Helena Rubinstein. (In Glamour, Mar. 1965, p.217) © 18Feb65; KK187696.

Shampoo springtime into your hair; Color-Tone shampoo sales. (In The New York times, Apr. 25, 1965, p.122) © 25Apr65; KK187839.

Skin care advice from Helena Rubinstein; be a beauty on the go with the two way moisture benefits of Skin Dew emulsion. (In Mademoiselle, Feb. 1965, p.28) © 2Feb65; KK185787.

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Ultra Feminine formulated to help meet the problems of aging skin. (In The Journal of investigative dermatology, Apr. 1965, p.26) © 13Apr65; KK188357.

What are the signs of age, Helena Rubinstein tells you what to look for. (In The Phoenix gazette, Mar. 25, 1965, p.20) © 25Mar65; KK188138.

Which fragrance type are you? (In Mademoiselle, June 1965, p.49) © 2Jun65; KK188378.

A woman's mustache; Helena Rubinstein has the marvelous answer, Nudit for the face and super finish cream. (In McCall's, June 1965, p.2) © 20May65; KK188277.

RUSS TOGS, INC. ©

Rrrrrrrrrrrruss; in Dacron joyful plaid partners, slim pants and vest. (In The New York times magazine, Feb. 14, 1965, p.3) Appl. author: Altman, Stoller & Chalk. © 14Feb65; KK186764.

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RYLOCK CO., LTD. ©

Now you can modernize your home: Rylock aluminum vertical sliding replacement sash; model VS-1. Sheet. (Form VS-1-65C) Appl. author: Edward O. Henderson. © 14May65; KK188417.

S

SAALFIELD PUB. CO. ©

Color, color, color over 256 pictures; 8 crayons, 8 paints; 6013:100. On wrapper. © 24Mar65; KK188810.

Creative papercraft; 24 sheets of colored construction paper, 48 stencils; 6172:200. On folding carton. © 17May65; KK188814.

The gimmick box, 5 big boards for take-your-pick play; 6014:100. On wrapper. © 10May65; KK188807.

Here's flannel board play. See LANTZ (WALTER) PRODUCTIONS, INC.

Nature paint by number; 8 big pictures, 24 paint cakes; drawings by Janet Rumely; 6020:100. On folding carton. © 7May65; KK188812.

Rub a pencil, surprise pictures will appear. See LANTZ (WALTER) PRODUCTIONS, INC.

Stick 'n stay pushouts with glu-stik; 5022:100. On wrapper. © 28Jan65; KK188809.

Trace and color; 5020:100. On wrapper. © 29Jan65; KK188808.

Trace and erase, 16 big 'n easy pictures, wipe-off crayons, eras-o-puff; 6036:100. On folding carton. © 12May65; KK188811.

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Big buys in things for little folks. [Bob sledders] (In The Rocky Mountain news, Feb. 8, 1965, p.25) © 8Feb65; KK188239.

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People on the go, go for Safeway. (In The Denver post, Apr. 11, 1965, p.19) © 11Apr65; KK187272.

People on the go, go Safeway. (In The Denver post, Jan. 3, 1965, p.14) © 3Jan65; KK185050.

People on the go, go Safeway ... active, vibrant people in the know. (In The Denver post, Jan. 17, 1965, p.15) © 17Jan65; KK188180.

People on the go, go Safeway; prices good Wednesday thru Saturday, Jan. 20-23. (In The Denver post, Jan. 20, 1965) © 20Jan65; KK187997.

Shop Safeway and save. [Couple ice skating] (In The Denver post, Feb. 11, 1965, p.22) © 11Feb65; KK188237.

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367 test cases prove instant exercise works. (In The Milwaukee journal, Sept. 20, 1964, p.21) © 20Sep64; KK185798.

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Closet bar hanger spacer; set of 6 holds 36 garments; no.A588. Card. © 16Nov64; KK185159.

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Humor him, be a sport, indulge your Sarong salesman. (In Women's wear daily, Jan. 14, 1965, p.21) Appl. author: Young & Rubicam, Inc. © 14Jan65; KK187949.
You'll love your figure again and you won't be the only one; only 3 ounces slims away inches; Criss-cross featherlight girdles. (In Mademoiselle, Dec. 1964, p.8) Appl. author: Young & Rubicam, Inc. © 29Nov64; KK187924.

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Banks where you can't bank. (In Financial world, Feb. 10, 1965, p.32) Appl. author: McCann-Erickson, Inc. © 8Feb65; KK186140.
Most families believe that a beautiful future is worth a few sacrifices. (In Life, Feb. 5, 1965) Appl. author: McCann-Erickson, Inc. © 2Feb65; KK186153.
What should you tell your child about money? (In This week magazine, Apr. 25, 1965, p.10) Appl. author: McCann-Erickson, Inc. © 25Apr65; KK187790.
When they build their real homes, we'll be there to help them with home loans. (In Look, Mar. 23, 1965) Appl. author: McCann-Erickson, Inc. © 9Mar65; KK187789.
Who adds 9,000 customers each working day? (In Forbes, Mar. 15, 1965, p.46) Appl. author: McCann-Erickson, Inc. © 12Mar65; KK187801.
Who has 36,000 employees going to school? (In Forbes, Apr. 15, 1965, p.44) Appl. author: McCann-Erickson, Inc. © 12Apr65; KK187800.

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Only one champion meets every challenge, it's Champion bourbon. (In San Antonio light, Apr. 21, 1965, p.9-A) © 21Apr65; KK187570.
10 toasts to the barman. Schenley multiple brands. (In Beverage retailer weekly, May 3, 1965, p.11) Appl. author: Otto Kleppner. © 3May65; KK188663.
Why is imported O. F. C. the milder, smoother, mellower Canadian? (In Hotel management review, Apr. 1965, p.48) © 1Apr65; KK188429.

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Arthur Godfrey is making Dubonnet a household word in central Ohio. (In Citizen-journal, Columbus, Ohio, Mar. 26, 1965, p.10) © 26Mar65; KK188162.
Carry home a Dewar's 5 pack and save $1.50; convenient half gallon pack. (In New York world telegram & sun, Mar. 16, 1965, p.19) Appl. author: Otto Kleppner. © 16Mar65; KK187878.
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More than a gift, it's an inspiration; Cherry Heering, Denmark's liqueur delight. (In Sports illustrated, Nov. 9, 1964, p.61) Appl. author: Otto Kleppner. © 9Nov64; KK184855.
Passport to holiday pleasure via prestige products; Coffee House liqueur. Folder. © 9Nov64; KK185435.
Prestige products from the four corners of the earth. 1 v. © 1Sep64; KK185445.
Say allo to Dubonnet cocktails; there's nothing in the world like Dubonnet. (In The New York times magazine, Dec. 6, 1964, p.143) © 6Dec64; KK184865.

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Your new live wire in New Orleans; one call gets you all these brands, Great Southern Liquor Co. (In Southern beverage journal, Louisiana ed., Mar. 1965, p.16-17) Appl. author: Otto Kleppner. © 1Mar65; KK187880.

SCHICK (CANADA), LTD.
From Schick only. See SCHICK ELECTRIC, INC.
How to get professional hairdrying results without leaving home. See SCHICK ELECTRIC INC.

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From Schick only, the one ladies' shaver with brushes; new Lady Schick Crown Jewel. (In Life, Dec. 4, 1964, p.6) Appl. author: Norman, Craig & Kummel, Inc. © Schick Electric, Inc. & Schick (Canada), Ltd.; 30Nov64; KK185559.
How to get professional hairdrying results without leaving home, new Consolette by Schick. (In McCall's, Apr. 1965, p.33) Appl. author: Norman, Craig & Kummel, Inc. © Schick Electric, Inc./Schick (Canada) Ltd.; 23Mar65; KK187198.
Schick, the hottest selling line of professional home hairdryers with Consolette out in front. (In Home furnishings daily, Jan. 11, 1965, section 1, p.29) Appl. author: Norman, Craig & Kummel, Inc. © 11Jan65; KK185323.
See the brushes? New Lady Schick Crown Jewel electric shaver. (In McCall's, Apr. 1965, p.32) Appl. author: Norman, Craig & Kummel, Inc. © Schick Electric, Inc./Schick (Canada) Ltd.; 23Mar65; KK187199.

SCHICK ELECTRIC, INC.-SCHICK (CANADA) LTD. ©
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Chow Time, new pet place mat. Sheet. Appl. author: Samuel Schiff. Sheet. © 18Nov64; KK185368.

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Bold new symbol of the bold new drink; this is Schlitz malt liquor. (In Life, Apr. 30, 1965, p.95) © 26Apr65; KK187475.
Do you remember that wonderful year, 1849? (In Life, Apr. 16, 1965, p.94) © 12Apr65; KK187362.
He's witty, he's charming, he drinks Schlitz; I think I'll marry him. (In Playboy, Apr. 1965, p.192) © 16Mar65; KK186929.
Join the switch to Schlitz in new self opening cans; the whole country's poppin' this new top. (In Life, May 31, 1963, p.18) © 27May63; KK188072.
Old Milwaukee, great new beer by Schlitz. (In Memphis press-scimitar, Apr. 27, 1965, p.12) Appl. author: Post-Keyes-Gardner, Inc. © 27Apr65; KK187557.
Old Milwaukee, great new beer by Schlitz; rewarding, light. (In Memphis press-scimitar, Apr. 20, 1965, p.26) Appl. author: Post-Keyes-Gardner, Inc. © 20Apr65; KK187467.
Old Milwaukee, rewarding, light. (In The Mining gazette, Houghton, Mich., Feb. 22, 1965, p.7) Appl. author: Post-Keyes-Gardner, Inc. © 22Feb65; KK187728.
Old Milwaukee, rewarding, light by Schlitz; have one, have another, it's that kind of beer. (In The Daily mining gazette, Feb. 22, 1965, p.7) © 22Feb65; KK186887.
Yard of beer. Poster. © 9Mar65; KK187143.

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Screen density and color guide, offset printing. 5 sheets. © Scholastic Magazines, Inc. & Nicholas Kochansky; 15Mar65; KK187115.

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Dr. Scholl's foot spray; now in handy purse size. Sheet. Appl. author: William M. Scholl. © 15Mar65; KK187178.
Dr. Scholl's orthopedic shoes made to order, a world of experience at your service. Folder. (SD 164-565) Appl. author: William M. Scholl. © 14May65; KK188704.
Dr. Scholl's support stockings for men. Folder. Appl. author: William M. Scholl. © 19Apr65; KK188306.
Fast seller with gift appeal, Dr. Scholl's electric foot massager display no.2372. Sheet. Appl. author: William M. Scholl. © 15Mar65; KK187177.
New, self-service profit maker; Dr. Scholl's support stockings for men with Lycra Spandex. Sheet. Appl. author: William M. Scholl. © 19Apr65; KK188308.
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You just can't beat iris. Folder. Appl. author: Sweeney, Krist & Dimm. NM: revision & additions. © 15Mar65; KK186962.

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Festival 100; every day becomes a holiday when you move into a lovely Festival home. Folder. Appl. author: William F. Eisner. © 10Jan65; KK185277.
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Festival 300; here is a home that doesn't need a welcome mat to look inviting. Folder. Appl. author: William F. Eisner. © 4Apr65; KK187409.

SCIENTIFIC AMERICAN, INC. ©
Prospectus: an entire issue of this magazine on the subject of cities, September 1965. Folder. © 13May65; KK187881.

SCOTT, GLENN H. ©
The game of Personality. On folding carton. Appl. author: Melvin B. Hipwell. © 16Mar65; KK187594.

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Bewitched jigsaw puzzle; 4580-1. M. Bradley Co. On wrapper. © 30Dec64; KK188563.
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Stymie card game, inspired by the Bewitched T.V. series; 4534. M. Bradley Co. On wrapper. © 30Dec64; KK188549.

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Push 'n' pop toys. Sheet. © 18Dec64; KK185125.

SEA ISLAND INDUSTRIES. © .
Cuttle cone for birds; net weight 1 ounce. Card. Appl. author: Darwin F. Johnston. © 1Sep64; KK187311.

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New tank tote. Sheet. Appl. author: Jack C. Abert. © Sea Trails, division of Mechanical Products; 13Jan65; KK185777.

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100 Pipers from Scotland; how Seagram combined the best of the world's great scotches. (In The New York times, May 19, 1965, p.24-25) Appl. author: Doyle Dane Bernbach, Inc. © 19May65; KK188605.

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Choose the Sealy sleep set that suits you best; Ashley. (In House beautiful, Feb. 1965, p.12) Appl. author: Earle Ludgin & Co. © 25Jan65; KK185583.
Did you marry a sleeping giant; Posturepedic mattress. (In Life, Apr. 23, 1965, p.9) Appl. author: Earle Ludgin & Co. © 19Apr65; KK187611.
Give your new Sealy Posturepedic to him, you'll sleep better. (In Life, Mar. 26, 1965, p.22) Appl. author: Earle Ludgin & Co. © 22Mar65; KK187612.
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Ruth Augustine is a secretary; Sealy Posturepedic mattress. (In MD medical newsmagazine, May 1965, p.23) Appl. author: Earle Ludgin & Co. © 1May65; KK188405.
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Sleep, sleep, sleep happily ever after; 84th anniversary mattress sale is on. (In Life, Jan. 8, 1965, p.58-59) Appl. author: Earle Ludgin & Co. © 4Jan65; KK184945.
Treat yourself to the wide, wonderful comfort of a Sealy queen size set. (In Life, Mar. 12, 1965, p.18) Appl. author: Earle Ludgin & Co. © 8Mar65; KK186680.
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You can count on us, quality costs no more at Sears; color-scape your home with Sears latex paint. (In Canton repository, Aug. 30, 1964, p.14) © 30Aug64; KK185306.

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Roamers, hand sewn. On box. Appl. author: Frank C. Meyer Co. © 4Feb65; KK188115.

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Allstate travel games; no.187. On wrapper. © 10Aug64; KK185367.
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Meet the Presidents, a quiz game for young Americans; no.40. On wrapper. © 1Mar65; KK187999.
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Foreign Correspondence Bureau, Newton, Kansas. Blotter. © 15Dec64; KK186260.

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Combat card game; based on the ABC television show; 4539. M. Bradley Co. On wrapper. © 30Dec64; KK188552.

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Remember the occasion with cards. On bag. © 12Mar65; KK186399.

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Always wanted a posture type mattress? Now you can during the annual nationwide Serta-Posture mattress sale. (In McCall's, Feb. 1965, p.6-7) Appl. author: Edward H. Weiss & Co. © 20Jan65; KK185343.
The Kellys are a very close family; Perfect Sleeper mattress. (In McCall's, Apr. 1965, p.26) Appl. author: Edward H. Weiss & Co. © 20Mar65; KK187189.
Tonight Mrs. Reeves will go to sleep with a Mona Lisa smile; Perfect Sleeper mattress. (In McCall's, Mar. 1965, p.79) Appl. author: Edward H. Weiss & Co. © 20Feb65; KK186491.
Walter's been acting very funny ever since he got back; Perfect Sleeper mattress. (In McCall's, May 1965, p.40) Appl. author: Edward H. Weiss & Co. © 20Apr65; KK187983.

SEUSS, DR., pseud. See GEISEL, THEODOR SEUSS.

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Apr. 1965, p.18) Appl. author: J. Walter Thompson Co. © 16Mar65; KK187151.

Drink 7-Up with festive sandwiches. (In Look, Feb. 9, 1965, p.46-47) Appl. author: J. Walter Thompson Co. © 26Jan65; KK185959.

Get real action, 7-Up your thirst away. (In Look, Nov. 17, 1964, p.51) Appl. author: J. Walter Thompson Co. © 3Nov64; KK185300.

A great idea to stretch February sales. Sheet. (Chuckles from the route) © 1Feb65; KK185516.

It's the Christmas thing to do; 7-Up your party. (In Look, Dec. 15, 1964, p.60-61) Appl. author: J. Walter Thompson Co. © 1Dec64; KK185299.

Meet and beat competition by doing what comes naturally. Sheet. (Chuckles from the route) © 4Jan65; KK185113.

Now that the holidays are over, what have you got to lose? Like. (In The Shreveport journal, Jan. 11, 1965, p.A-5) Appl. author: J. Walter Thompson Co. © 11Jan65; KK185961.

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7-Up has a diet drink named Like. (In The Daily progress, Charlottesville, Va., Nov. 17, 1964, p.14) Appl. author: J. Walter Thompson Co. © 17Nov64; KK185730.

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7-Up is the man's mixer. (In Outdoor life, Apr. 1965, p.21) Appl. author: J. Walter Thompson Co. © 25Mar65; KK187149.

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7-Up, where there's action. (In The Saturday evening post, Feb. 13, 1965, p.16) Appl. author: J. Walter Thompson Co. © 2Feb65; KK186949.

There's gold in cold drink sales. Sheet. (Chuckles from the route) © 1Apr65; KK187288.

Thru Saturday only, save 8¢ on a carton of the new lemon-lime diet drink made by 7-Up; Like. (In New Britain herald, Mar. 18, 1965, p.7) Appl. author: J. Walter Thompson Co. © 18Mar65; KK187153.

Turn on the good taste, drink 7-Up with frank fritters. (In Ebony, Mar. 1965, p.42) Appl. author: J. Walter Thompson Co. © 18Feb65; KK185957.

Turn on the good taste, drink 7-Up with frank fritters. (In Family circle, Mar. 1965, p.18) Appl. author: J. Walter Thompson Co. © 16Feb65; KK185960.

Unlimited big sale offer; buy 1, buy 100, save 10¢ on every carton. (In The Boston herald, Apr. 8, 1965, p.33) Appl. author: J. Walter Thompson Co. © 8Apr65; KK188260.

Use these facts to get bigger 7-Up sales. Sheet. (Chuckles from the route) © 1Mar65; KK187312.

SEWARD LUGGAGE MANUFACTURING CO., INC.
Just arrived, Fashion Class; luggage you'll wear, not just carry. (In Vogue, Nov. 1, 1964, p.20-21) Appl. author: Norman, Craig & Kummel, Inc. © Seward Luggage Manufacturing Co., Inc. (in notice: Seward Luggage Mfg., Inc.); 1Nov64; KK185021.

SEXTON (JOHN) & CO. ©
For hot dogs and hamburgers, you can serve mustard, catsup; hot dog relish. (In Journal of American Dietetic Assn., July 1965, p.14) Appl. author: Virginia Van Cleve. © 28Jun65; KK188838.

It's our 82nd anniversary but don't send flowers. (In: Hotel management review, June 1965, p.S17) Appl. author: Miner F. Williamson. © 22Jun65; KK188785.

One of these table napkins is antibacterial & only Sexton sells it. (In Journal of the American Dietetic Assn., June 1965, p.452) Appl. author: Virginia Van Cleve. © 27May65; KK188525.

Soups for all seasons. (In Journal of the American Dietetic Assn., May 1965, p.356) Appl. author: Virginia Van Cleve. © 27Apr65; KK187404.

SHEAFFER (W. A.) CO. ©
From Sheaffer, the great win-fall with Safeguard clip ballpoint, with Sheaffer cartridge pen. [Contest rules] (In The Reader's digest, Sept. 1964, p.172-173) Appl. author: Gardner Advertising Co. © 1Sep64; KK188132.

SHEAFFER (W. A.) PEN CO. ©
Here's to better record keeping throughout the year with Sheaffer's new stainless steel refill. (In National stationer, May 1965, p.2 of cover) Appl. author: Gardner Advertising Co. © 1May65; KK188153.

Smoothie marker. (In Life, Mar. 12, 1965, p.85) Appl. author: Gardner Advertising Co. © 12Mar65; KK186805.

Was it a red Sheaffer ballpoint with a stainless steel tip? (In Senior scholastic, May 20, 1965, p.2 of cover) Appl. author: Gardner Advertising Co. © 20May65; KK188156.

Within every executive's reach, a good fountain pen. (In Newsweek, Oct. 15, 1962, p.36) © 15Oct62; KK185539.

SHELL MOTORLAB, INC. ©
New Shell Motorlab ends trial and error in car repairs. (In Detroit free press, June 8, 1965, p.13-A) Appl. author: Ogilvy, Benson & Mather, Inc. © 8Jun65; KK188719.

SHEPHERD CASTERS, INC. ©
The original spherical caster. Card. Appl. author: Charles G. Hohman. © 17May65; KK187988.

SHERIDAN SPECIALTY CO. ©
The aristocrat steering wheel cover. Card. © 3Jun65; KK188376.

SHERMAN, RICHARD. ©
Blackhawk's Indian and pioneer strike-alight flint and steel set. Sheet. © 10Feb65; KK185603.

SHERWATT EQUIPMENT & MANUFACTURING CO., INC. ©
Sherwatt manufacturers of wire cloth extruder screens. Sheet. © 2Nov64; KK184836.

SHIMP, DALE.
Grandma Macabre's old fashioned honest to goodness germ spray mumps. Slip. © Dale Shimp & Donald Stewart; 25May65; KK188377.

SHULMAN, MAX. ©
The beard of Avon. (In Columbia daily spectator, Feb. 26, 1965, p.7) © 26Feb65; KK187509.

Is Europe? (In The Daily Princetonian, Mar. 17, 1965, p.5) © 17Mar65; KK187507.

Max Shulman for Kellogg's. See KELLOGG CO.

Once more unto the breach. (In The Auburn plainsman, Jan. 27, 1965, p.5) © 27Jan65; KK187510.

Voyage to the bottom of the barrel. (In The Cowl, Mar. 31, 1965, p.3) © 31Mar65; KK187508.

SHULTON, INC. AEROSOL CORP. OF AMERICA. See AEROSOL CORP. OF AMERICA.

SILIN, JACK. See LISTEN & LEARN RECORD CO.

SILVER RECORDS.
The first time; Bob Pope. Record sleeve. © Kenneth Donald Silverman d.b.a. Silver Records; 25Feb65; KK187211.

SILVERMAN, KENNETH DONALD. See SILVER RECORDS.

SIMMONS CO. ©
Beautyrest independent coils are the only reason you should pay $79.50 for a mattress. (In Life, Mar. 19, 1965, p.62-63) Appl. author: Young & Rubicam, Inc. © 15Mar65; KK187950.

Beautyrest sale. (In Life, Apr. 17, 1964, p.20) Appl. author: Young & Rubicam, Inc. © 13Apr64; KK185648.

Simmons ends the battle for bed room with a great new idea in sleep; Beautyrest. [Couple & children on mattress] (In Life, June 5, 1964, p.85) Appl. author: Young & Rubicam, Inc. © 1Jun64; KK185619.

Simmons ends the battle for bed room with a great new idea in sleep; Beautyrest. [Couple lying on mattress] (In Life, Aug. 14, 1964, p.19) Appl. author: Young & Rubicam, Inc. © 10Aug64; KK185621.

Simmons supersize bedding bargains. (In House & garden, Aug. 1964, p.14-15) Appl. author: Young & Rubicam, Inc. © 20Jul64; KK185646.

Tired of sleeping on edge? Turn over. King size beautyrest by Simmons, 6 1/2 feet wide. (In Life, Mar. 5, 1965, p.45) Appl. author: Young & Rubicam, Inc. © 1Mar65; KK187951.

Visit the only pavilion at the New York World's Fair for foot-weary, wilted, worn-out people ... Beautyrest adjustable bed. (In Life, May 29, 1964, p.46-47) Appl. author: Young & Rubicam, Inc. © 25May64; KK185649.

SIMPLICITY PATTERN CO., INC. ©
Big fashion, five great necklines; 5924. Card. © 1Feb65; KK185717.

The big zip dress; 6029. Card. © 1Apr65; KK188119.

Carefree plaids, the fabric is plaid the look is mod; 6029. Card. © 1Jun65; KK188434.

Cohama and Simplicity present fashions and fabrics, fall 1965; 6043. Card. © 1Apr65; KK188323.

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Count on Penney's fabrics and Simplicity patterns to give you more fashion for less; as in Life. Pattern no.5822; no.5865. Card. © 1Mar65; KK186743.

Easter wardrobe 5835; Sears 100% dacron crepe prints, 45" wide. Sheet. © 1Jan65; KK185521.

The fashion magazine for women who sew; fresh, colorful, spring fashions; buy it now, only 50¢. Card. © 1Jan65; KK185524.

The fashion magazine for women who sew; summer splendor in fashion and color, buy it now, only 50¢. Card. © 1Apr65; KK188120.

For sewing beginniner or expert, the new Simplicity sewing book, only 75¢, 176 pages, fully illustrated. Card. © 1Apr65; KK188123.

Great mix'n match fall wardrobe; 6085. Card. © 1Jun65; KK188431.

Great sportswear fashions to sew right now; 6020, 6014. Card. © 1Apr65; KK188121.

If I can sew, you can sew, says Pamela Tiffin; watch her model simple to sew jiffy fashions on TV; jiffy 5930. Card. © 1Apr65; KK188122.

The in looks in bonded lace; 5959, 5980, 5955, 5953. Card. © 1Mar65; KK186744.

Introducing a collection of personal fit patterns proportioned to width at waist, at hip; 5962. Card. © 1Mar65; KK186745.

It's fun to sew fashion in fabrics; Belk's ... a truly luxurious fabric with plus performance; 5891. Sheet. © 1Feb65; KK185715.

It's fun to sew fashion in fabrics; Belk's ... perfect match mates in plains & checks; 5893. Sheet. © 1Feb65; KK185714.

Jiffy easy-cut, easy-sew, lively; 5830, 5580, 5508. Card. © 1Dec64; KK184868.

Jiffy fashions; 5830, 5508. Card. © 1Jan65; KK185522.

Jiffy jumpsuit, latest fashion must; 5930. Card. © 1Feb65; KK185719.

New, the in looks, Sears rayon & silk; 5961. Sheet. © 1Mar65; KK186742.

One great pattern, 5835. Card. © 1Jan65; KK185526.

Penneys ... bounceback cloth, 44/45" wide; this season's most exciting young clothes; 5920. Sheet. © 1Feb65; KK185716.

Personal-fit patterns, proportioned to width at waist and hip; 6079. Card. © 1Jun65; KK188433.

Pop art shift; 5980. Card. © 1May65; KK188118.

Saucy separates, sew them in a summer mood; 6013. Card. © 1May65; KK188116.

Sears 100% dacron crepe prints, 45" wide; 5888 Jiffy coat, 5886 Jiffy dress. Sheet. © 1Jan65; KK185525.

Simplicity; 5905. Card. © 1Jan65; KK185523.

Simplicity; 5915, 5910. Card. © 1Feb65; KK185718.

Simplicity; 6105. Card. © 1Jun65; KK188432.

Summer fun clothes; 6020, 6018, 6012, 6029. Card. © 1May65; KK188117.

Summer white crisp casuals; 6004, 6040, 6000, 6003. Card. © 1Apr65; KK188124.

Teens' & juniors' wardrobe 5841. Card. © 1Dec64; KK184867.

Watch Sally Ann Howes on TV tell you about simple to sew Jiffy fashions; Jiffy 5830. Card. © 1Jan65; KK185520.

SINGER CO. INDUSTRIAL PRODUCTS DIVISION. ©

Die-pressed needles for natural and man-made fabrics. Folder. © 14Jan65; KK184962.

For closing operations on ladies' seamless hosiery ... Singer 460/22 machine. Sheet. © 7May65; KK187582.

New ultra high speed, 1 needle, Singer 460/13 & 460/15 machines. Sheet. © 14Jan65 (in notice: 1964); KK184961.

New ultra high speed, 2 needle, Singer 460/20 & 460/21 machines. Sheet. © 14Jan65 (in notice: 1964); KK184963.

Versatility in stitching leather, Singer 47w66 machine. Sheet. NM: revisions. © 7May65; KK187888.

What others are only thinking about in overedgers, Singer offers you now; class 460 machines. Folder. © 22Apr65; KK187356.

SLADE GORTON & CO., INC.

Icybay Tru-Form breaded shrimp portions; 3 lbs. net. Sticker. © Slade Gorton & Co., Inc. & Rocky Bay Fishing Co.; 17May65 (in notice: 1964); KK188079.

SLOAN, HUGH K. ©

Bird fun, parakeet drunkstick. Card. © 17Feb65; KK186606.

SMALL (WILLIAM J.) AGENCY, INC. ©

Hahn-eclipse pow-r-pro gives you grounds for pride and joy. Sheet. Appl. author: William J. Small. © 25Feb65; KK186205.

SMETHPORT SPECIALTY CO. ©

Combat Jim, rough, tough, magnetic soldier; 6 magnetic uniforms that cling like magic; model no.160. Cutout. © 29May65; KK188691.

Magnetic alphabet; magnetic arithmetic. Model no.109 & 111. Sheet. © 10Feb65; KK185738.

Magnetic combat zone; model no.115. Card. © 18Mar65; KK187544.

Magnetic put the tail on the donkey; model no. 125. Card. © 3Jun65; KK188374.

Magnetic test driver; model no.107. Card. © 18Mar65; KK187905.

Magnetic troll, the cute stand-up troll with magnetic personality; model no.116. Kit. © 22Apr65; KK187267.

Magnetic troll with the magic hair; model no.78. Sheet. © 22Apr65; KK187266.

Magnetic village; model no.114. Card. © 18Mar65; KK187545.

The monster; model 61. Sheet. © 13Apr65; KK187188.

SMITH (A. O.) CORP. ©

A. O. Smith hydronic boilers, Permaglas gas-fired, copper coil hydronic boilers. Sheet. Appl. author: Walter Zippel. © A. O. Smith a.a.d.o. A. O. Smith Corp.; 26Mar65; KK188699.

Glascote Mark II, priced to win friends and guaranteed to keep them. Folder. Appl. author: Walter Zippel. © 9Apr65; KK188200.

Glascote Mark II, priced to win friends and guaranteed to keep them; models GGD and GGDL glass-lined automatic gas water heaters. Sheet. Appl. author: Walter Zippel. © A. O. Smith a.a.d.o. A. O. Smith Corp.; 9Apr65; KK188694.

Make room at the top, here comes the new Vanguard water heater. Folder. Appl. author: Walter Zippel. © 9Apr65; KK188199.

New from A. O. Smith, automatic gas-fired swimming pool heaters. Sheet. Appl. author: Walter Zippel. © A. O. Smith a.a.d.o. A. O. Smith Corp.; 2Apr65; KK188692.

New from A. O. Smith, automatic gas-fired swimming pool heaters, now with modumatic control on models BP12M, BP16M, and BP25M. Sheet. Appl. author: Walter Zippel. © A. O. Smith a.a.d.o. A. O. Smith Corp.; 19Mar65; KK188698.

The new Vanguard glass-lined automatic gas water heater. Sheet. Appl. author: Walter Zippel. © A. O. Smith a.a.d.o. A. O. Smith Corp.; 9Apr65; KK188696.

Not getting enough hot water? How to choose the right water heater for your family. Folder. Appl. author: Walter Zippel. © A. O. Smith a.a.d.o. A. O. Smith Corp.; 9Apr65; KK188695.

Permaglas Vanguard priced right to make it easier for more people to step up to Permaglas quality; models PGX and PGXL. Sheet. Appl. author: Walter Zippel. © A. O. Smith a.a.d.o. A. O. Smith Corp.; 9Apr65; KK188700.

Series 640 hydronic boilers now with a full 10-year guarantee. Sheet. Appl. author: Walter Zippel. © A. O. Smith a.a.d.o. A. O. Smith Corp.; 9Apr65; KK188697.

Tank-type or copper coil-type? Compare and judge for yourself; commercial water heaters. Folder. Appl. author: Walter Zippel. © A. O. Smith a.a.d.o. A. O. Smith Corp.; 9Apr65; KK188693.

SMITH (A. O.) HARVESTORE PRODUCTS, INC. ©

Big capacity, fast unloading, new 25' x 65' Harvestore feed processing system. Sheet. (Bulletin MH-150) © 15May65; KK188397.

Harvestore optional equipment, even-fill feed distributor. Sheet. (Bulletin NM-149) © 16May65; KK188398.

Here's how to feed more livestock without increasing your acres; Harvestore system. Folder. (Bulletin MH-146) © 23Apr65; KK188445.

New Goliath chain-type unloader. Folder. (Bulletin MH-151) © 14May65; KK188396.

Now, the missing link; new Harvestore Liquanure system. 1 v. (Bulletin ML-100) © 18Nov64; KK185245.

SMITH (GILMAN B.) CO. ©

Elastic skirt belting; no.318. Card. © 25May65; KK188154.

Laundry marking set; item no.801. Card. © 25May65; KK188155.

SMITH (MASON ROSSITER) INC. ©

Dairy July festival, dairy foods vitalize summer eating. Folder. © 15May65; KK188673.

June dairy month, for freshness and flavor, everybody loves dairy drinks. Folder. © 20Apr65; KK188674.

SMITH, SIGMUND LEVERN. ©

Mileage marker. Sheet. © 15Mar65; KK186471.

SNIDER ENTERPRISES. ©

For the most delicious and different taste in your fried chicken ... Snider's farm style chicken & steak seasoning. Folder. Appl. author: Walter J. Snider. © 29Dec64; KK185031.

Powerlube, a superior lubricant for 2-cycle engines; net contents 1 quart. Sticker. Appl. author: Walter J. Snider. © 27Dec64; KK185030.

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SNYDER, FRED. See RADFERM.

SNYDER'S DRUG STORES, INC. ©
Charge your prescriptions with your shopper's charge card. (In The Minneapolis star, Oct. 19, 1964, p.2A) Appl. author: Ray Hegre. © 19Oct64; KK185310.
Economy in the new, low drug prices. (In The Minneapolis star, Sept. 28, 1964, p.5A) Appl. author: Ray Hegre. © 28Sep64; KK185311.
Experience with all the latest and finest drugs. (In The Minneapolis star, Nov. 16, 1964, p.14A) Appl. author: Ray Hegre. © 16Nov64; KK185312.
Friendliness; customers, helpful informative answers to questions about drugs. (In The Minneapolis star, Nov. 9, 1964, p.10A) Appl. author: Ray Hegre. © 9Nov64; KK185313.
Quality in the prescription ingredients. (In The Minneapolis star, Oct. 26, 1964, p.16A) Appl. author: Ray Hegre. © 26Oct64; KK185315.
Speed in filling prescriptions. (In The Minneapolis star, Nov. 2, 1964, p.28B) Appl. author: Ray Hegre. © 2Nov64; KK185314.

SONY CORP. OF AMERICA. ©
The Walkie-Watchie, son of the Walkie-Talkie; the 4 inch Sony television. (In The New Yorker, Nov. 7, 1964, p.117) Appl. author: Doyle Dane Bernbach, Inc. © 5Nov64; KK185205.

SOUTHERN BELLE DAIRY CO., INC. ©
Homogenized milk; one half gallon. On folding carton. Appl. author: Don B. Kauffeld. © 8Mar64; KK185796.

SOUTHERN STATES DISTRIBUTING CO. ©
Cook Shack pinto beans; net wt. 4 lbs. On bag. © 9Feb65; KK185709.
Fling all purpose detergent; net wt. 2 lb. 15 oz. On folding carton. © 24May65; KK188315.

SPALDING (A. G.) & BROS., INC. TOY TINKERS DIVISION. ©
Motorized Tinkertoy, new power unit set; no.177; 236 parts. On wrapper. © 21Apr65; KK188642.

SPE-DE-WAY PRODUCTS CO., INC. ©
Trans-Kote 5% silicone water repellent for all porous masonry; gallon. Sticker. © 23Dec64; KK184909.
Wood-Kote gelled wood stains; content one quart. On wrapper. © 23Feb65; KK185748.

SPIDER RECORDS CO.
Spider. © Leo Roy Tarver d.b.a. Spider Records Co.; 30Dec64; KK186781.

SPINDLER (AUGUST) & SONS, INC. ©
Tournament MK-I fishing chair. Sheet. © 15Jan65; KK187307.
Tournament outriggers. Sheet. © 15Jan65; KK187308.
Tournament packaged fly-bridge steerers. Sheet. © 15Jan65; KK187309.

SPINOSA, TOM.
Cora and Santos Beloy sing. See TRI-WORLD ENTERPRISES.

SQUIBB (E. R.) & SONS. ©
The priceless ingredient of every product is the honor and integrity of its maker. (In Life, Jan. 15, 1965, p.16) Appl. author: Benton & Bowles, Inc. © 11Jan65; KK185153.
The priceless ingredient of every product is the honor and integrity of its maker. (In Life, Feb. 19, 1965, p.R17) Appl. author: Benton & Bowles, Inc. NM: additions. © 15Feb65; KK187124.
The priceless ingredient of every product is the honor and integrity of its maker. (In Life, Mar. 26, 1965, p.9) Appl. author: Benton & Bowles, Inc. © E. R. Squibb & Sons, division of Olin Mathieson; 22Mar65; KK187515.

SQUIER, EDNA C. See STRATEMEYER SYNDICATE.

STANDARD COFFEE CO., INC. See REILY CHEMICAL CO.

STANDARD PUB. CO. ©
Bible holder mold. Folder. © 1Feb65; KK187458.

STANDART, GARY B. See STANDART PRODUCTS CO.

STANDART PRODUCTS CO.
Snugs prevents glasses slipping; mail order. Card. © Gary B. Standart d.b.a. Standart Products Co.; 25Mar65; KK187536.
Snugs prevents glasses slipping; they really work, same as on TV. Card. © Gary B. Standart d.b.a. Standart Products Co.; 29Mar65; KK187535.

STANLEY HOME PRODUCTS, INC. ©
Mr. Foster Goodrich, president of Stanley Home Products, Inc., talks about an unforgettable man. (In Good housekeeping, May 1965, p.195) © 20Apr65; KK187479.

STAR-KIST FOODS, INC. ©
Great stuff for tomatoes; fancy Albacore white tuna. (In McCall's, July 1965, p.R-15) Appl. author: Leo Burnett Co., Inc. © 24Jun65; KK188836.
New kind of cat food from 9-Lives, Kitty Burgers. (In St. Petersburg times, Jan. 21, 1965, p.2-D) Appl. author: Leo Burnett Co., Inc. © 21Jan65; KK185749.
New kind of cat food from 9-Lives, Kitty Burgers. (In The Saginaw news, Feb. 10, 1965, section 3, p.2) Appl. author: Leo Burnett Co., Inc. © 10Feb65; KK185527.
Now enjoy the prince of tunas, the gentlest flavor in seafood; white tuna from Star-Kist. (In Better homes & gardens, June 1965, p.128E) Appl. author: Leo Burnett Co., Inc. © 13May65; KK187724.

STARLINE CORP.
Sandias from Placitas. See KERR, JAMES WILFRID.

STATE LINE SERVICE, INC. ©
Wiggle Worm; you can be a better fisherman. Card. © 22Apr65; KK188242.

STEEL CITY DIVISION, MIDLAND-ROSS CORP. See MIDLAND-ROSS CORP. STEEL CITY DIVISION.

STERNCO INDUSTRIES, INC. DELTA PRODUCTS. See DELTA PRODUCTS.

STERNCO INDUSTRIES, INC. LONGLIFE FISH FOOD PRODUCTS. See LONGLIFE FISH FOOD PRODUCTS.

STEVENS (J. P.) & CO., INC. ©
Selecting fabrics for filtration and dust collection. 35 p. Appl. author: Keith Connes. © 5Apr65; KK187747.

STEWART ENGINEERING & EQUIPMENT CO., INC. ©
Materials handling catalog. 6 p. (Catalog no.1) © 9Nov64; KK185546.

STIVERS OFFICE SERVICE. ©
Lifesavers. 20 p. NM: revision & additions. © 25Mar65; KK187990.

STODDARD, MERYL L. ©
Apache Pep tribal tonic. Sticker. © 9Apr65; KK187708.

STORZ BREWING CO. ©
Tap genuine draft beer; contents 12 fl. oz. Sticker. © 8May64; KK185233.

STRATEMEYER SYNDICATE.
The Dana Girls game; no.183. On box. © Harriet S. Adams, Edna C. Squier & Andrew E. Svenson co-partners d.b.a. Stratemeyer Syndicate; 22Apr65; KK188829.

STRAYHORN, ERVIN. ©
Knocker wheel. Sheet. © 16Nov64; KK186528.

STRETCHINI, INC. ©
Back to school; these are the pants that Stretchini makes. (In Women's wear daily, Apr. 26, 1965, p.18) © 26Apr65; KK187429.
Stretchini makes stretch-rithmetic. On bag. © 5May65; KK187581.

STUMP, HOWARD B. See STUMP'S FROZEN NUT SEED DESSERT.

STUMP'S FROZEN NUT SEED DESSERT.
Frozen nut seed dessert. Card. © Howard B. Stump d.b.a. Stump's Frozen Nut Seed Dessert; 8May65; KK188746.

STURGIS POSTURE CHAIR CO. ©
Modular 600 line. Folder. (Form no.ST-105L565) © 1Apr65; KK188412.
700 line; contemporary chairs to meet contemporary needs. Folder. © 8Apr65; KK187174.

STYLE CREST TRADE ASSN. ©
Charming Colonial Classic living room. (In Chicago sun-times, Mar. 21, 1965, p.19) © 21Mar65; KK186817.
Exclusive new Symphony 14-pc. ensemble $598 complete room. (In Chicago Sunday tribune, Feb. 21, 1965, section 1, p.10) © 21Feb65; KK187058.
Exquisite, inviting, our 14 pc. Mediterranean living room. (In Chicago Sunday tribune, Mar. 14, 1965, section 1, p.10) © 14Mar65; KK186802.

SULFRIAN CRYOGENICS, INC. ©
Select-A-Stat, a new development for cryogenic research. Folder. © 10Jan65; KK187680.

SUN-MAID RAISIN GROWERS OF CALIFORNIA. ©
Raisins are great when you're raisin' kids. (In Life, Dec. 25, 1964, p.56) Appl. author: Maxon, Inc. © 25Dec64; KK184965.

SUNBEAM CORP. ©
Another eye opener from Sunbeam, see the finest selection of appliances. (In This week in Chicago, July 11, 1964, p.16-17) © 9Jul64; KK187485.
Are your salesmen self starters? (In The Wall Street journal, midwest & eastern ed., Sept. 15, 1964, p.4) © 15Sep64; KK187501.
Around the clock mixer convenience; Mixmaster mixers. (In What's new in home economics, Sept. 1964, p.[illegible]) 15Aug64; KK187487.

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Bring a new flavor to Christmas dinner, give a Sunbeam Carousel rotisserie broiler. (In American home, Dec. 1964, p.102) © 24Nov64; KK187490.

Business gifts, '64; a good time to remember Sunbeam electric clocks. (In Sales management, Sept. 10, 1964, p.109) © 10Sep64; KK187503.

The clock sales pendulum swings to Sunbeam; Vermont occasional electric clock. (In Mart magazine, July 1964, p.89) © 8Jul64; KK187506.

Do you suffer from irate clients? (In Advertising age, Aug. 31, 1964, p.86) © 31Aug64; KK187483.

Don't jump into the help wanted river. (In Advertising age, Sept. 14, 1964, p.144) © 14Sep64; KK187502.

Hot, hotter, hottest; the Sunbeam 635 vacuum cleaner. (In Electrical merchandising week, July 13, 1964, p.24) © 13Jul64; KK187482.

Is your client an idea eater? (In Advertising age, Aug. 17, 1964, p.75) © 17Aug64; KK187486.

Lady see, lady buys; so be sure the lady sees your clocks. (In Merchandising week, Sept. 7, 1964, p.25) © 7Sep64; KK187505.

Make yours the best fed, best pressed family in the world. (In Overseas family, Oct. 23, 1964, p.18) © 200ct64; KK187493.

A matter of life or death for every proposed Sunbeam clock design. (In Merchandising week, Aug. 31, 1964, p.44) © 31Aug64; KK187484.

Money saving offer exclusively for readers of AMA news, only $36.00 delivers you a brand new Sunbeam automatic electric humidifier; combat dryness in your home or office this winter. (In The AMA news, Nov. 23, 1964, p.15) © 23Nov64; KK187491.

Multipy your clock sales; stock the clocks consumers choose. (In Merchandising week, Sept. 28, 1964, p.19) © 28Sep64; KK187497.

Need a gift for a big customer? (In The Wall Street journal, Sept. 24, 1964, p.11) © 24Sep64; KK187498.

New from Sunbeam, one and three quarter horsepower; 1 3/4 h.p. super power vacuum cleaner. (In Home furnishings daily, Oct. 9, 1964, p.25) © 90ct64; KK187496.

Put the retailer on your sales force. (In The Wall Street journal, midwest & eastern ed., Sept. 9, 1964, p.13) © 9Sep64; KK187504.

Teach quick and easy hair care with the new Lady Sunbeam jet set hair dryer. (In What's new in home economics, Nov.-Dec. 1964, p.2 of cover) © 150ct64; KK187495.

Teach the versatility of frypan cookery with a Sunbeam multi-cooker frypan. (In What's new in home economics, Oct. 1964, p.36) © 15Sep64; KK187500.

This television demonstration will change the electric knife industry forever. (In Merchandising week, May 24, 1965, p.15-18) Appl. author: Richard W. Root. © 24May65; KK188016.

The ultimate weapon in the world war against whiskers; popular priced Multivolt. (In The Overseas weekly, Oct. 18, 1964, p.26) © 150ct64; KK187494.

We are sorry if your shipment of Sunbeam 635 vacuum cleaner hasn't come through yet. (In Home furnishings daily, July 13, 1964, p.43) © 13Jul64; KK187488.

What has a professional golfer got to do with Sunbeam premiums? (In Premium practice, Aug. 1964, p.43) © 1Aug64; KK187480.

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Report of leading testing laboratory reveals Tensor brightest high intensity lamp made. (In Home furnishings daily, Mar. 15, 1965, p.13) © 15Mar65; KK187278.
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Tensor is here, the original miniature high intensity lamp. Sheet. © 14Oct64; KK187616.
Tensor, the most original new product to hit college store counters in years; miniature high-intensity lamps; model 5975. (In College store news, Oct.-Nov. 1964, p.5) © 1Nov64; KK188725.
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When you're a homely little lamp, you have to have lots of personality and be very helpful, then people will take you home and love you. (In The New Yorker, Feb. 29, 1965, p.62-63) © 27Feb64; KK187275.

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Texas gas consults an oracle. Illus. signed: Ken Nisson. (In Forbes, June 1, 1965, p.35) Appl. author: Bozell & Jacobs, Inc. © 1Jun65; KK188438.
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Men's Twiston watchbands; ladies' Twiston watch bracelets. Sheet. Appl. author: H. William Coulthurst. NM: additions. © 30Sep64; KK186162.

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In fact, just taste them toasted. Protein bread & Gluten bread. (In Daily news, New York, May 28, 1965, p.37) Appl. author: Charles W. Hoyt Co., Inc. © 27May65; KK188614.
Of course it's good for you; Protogen, Thomas' protein bread. (In Daily news, New York, Feb. 11, 1965, p.76) Appl. author: Charles W. Hoyt Co., Inc. © 11Feb65; KK185751.
You don't have to read the fine print, just taste the fine toast; Protogen, Thomas' protein bread. (In Daily news, New York, Feb. 25, 1965, p.60) Appl. author: Charles W. Hoyt Co., Inc. © 25Feb65; KK185750.

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In late '39, automakers shifted gears to Timken steel tubing, so you wouldn't have to. (In Business week, Jan. 30, 1965, p.44) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Jan65; KK185269.
Timken bearings carry a lot of weight in the construction business. (In The Wall Street journal, June 10, 1965, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Jun65; KK188607.
We can handle it, we've met tough problems before. (In D.A.C. news, June 1965, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Jun65; KK188608.

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New on TWA, fly-n-drive family style vacations. (In The New York times, Apr. 19, 1965, p.19) Appl. author: Foote, Cone & Belding. © 19Apr65; KK187193.

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Douglas MacArthur, Duty, honor, country. See RADIO CORP. OF AMERICA. RCA VICTOR RECORD DIVISION.

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48 foam pads; set of 48 foam divider pads keeps fine china from chipping, scratching; CH-58F. Sheet. © 22Aug64; KK185081.
Garment storage bag; 20" x 8" x 57", K8-57. Card. © 22Aug64; KK185077.
Ice and snow auto visor kit VK-1. © 22Aug64; KK185083.
Jet Lite nylon men's shirt carrier, N-12G. Card. © 22Aug64; KK185079.
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Serving platter chest; CH-P. On folding carton. © 22Aug64; KK185084.

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Automatic rib-knit cuff machine. Folder. Appl. author: Arthur James Feigel. © 17May65; KK188394.

The famous Union Special class 63400 lockstich. Folder. (Bulletin 601) Appl. author: Arthur James Feigel. © 12Apr65; KK187191.

It's automation material control systems, for increased productivity. Folder. Appl. author: Arthur James Feigel. © 17May65; KK188391.

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Gym machine exercise chart. Sheet. © Harold Zinkin d.b.a. Universal Athletic Sales Co.; 1Apr65; KK187996.

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Bib style utility apron; no.526H. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 31Jan64; KK186571.

Blanket bag; no.1365H. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 8Apr63; KK186566.

Casual tote & travel bag; alligator; no.839. Card. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 10Feb64; KK186555.

Clear suit bag; no.1460H. Sheet. Appl. author: R. R. Stewart, Jr. & Paul Sims, Jr. © 6Jun63; KK186565.

Cobbler style utility apron; no.525H. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 19Mar64; KK186591.

Cosmetic bag; no.870. Card. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 24Feb64; KK186568.

Cosmetic clutch bag; alligator grained vinyl; no.862. Card. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 7Feb64; KK186597.

Cosmetic clutch bag; needlepoint; no.861. Card. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 11Feb64; KK186598.

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Curler bag; no.812H. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 4Dec63; KK186563.

Deluxe dress bag; no.1433H. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 30Apr64; KK186589.

Deluxe silicone ironing board cover; no.707H. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 2Dec63; KK186599.

Eight garment bag; no.1151. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 13May64; KK186588.

Extra heavy vinyl table cloth; no.1025H. Folder. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 6Apr64; KK186590.

Extra large size card table cover; no.614H. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 23Jan64; KK186573.

Fashion Home distinctive needle point ... garment bag; no.5500. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © Fashion Home trade name of Universal Producing Co.; 14Oct64; KK186557.

Fashion Home equisite fleur de lis blanket bag; 1390H. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © Fashion Home trade name of Universal Producing Co.; 20Oct64; KK186559.

Fashion Home equisite fleur de lis jumbo size garment bag; no.5290. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © Fashion Home trade name of Universal Producing Co.; 17Sep64; KK186560.

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Fashion Home ... 10 shelf bag; no.7570. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © Fashion Home trade name of Universal Producing Co.; 13Aug64; KK186561.

Half apron style utility apron; no.520H. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 31Jan64; KK186570.

Handy all purpose bag; no.555. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 25Oct63; KK186564.

His & hers jumbo size shoe bag; no.214. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 10Jun64; KK186586.

Ironing board pad and cover set; no.715. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 17Feb64; KK186569.

Jumbo garment bag; no.1100. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 19May64; KK186587.

Ladies deluxe gold lurex quilt shoe bag; no.280. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 5Aug64; KK186579.

Ladies purse holder; no.315. Sheet. Appl. author: R. R. Stewart, Jr. & Paul Sims, Jr. © 24Jul64; KK186583.

Ladies shoe & boot tote bag; alligator; no.831. Card. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 7Feb64; KK186556.

Ladies shoe bag; no.24H. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 3Sep64; KK186576.

Ladies shoe bag; swirl stitch quilted pockets; no.27. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 4Aug64; KK186578.

Ladies shoe file; no.317. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 28Jul64; KK186582.

Laundry cart replacement liner; no.15H. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 23Jan64; KK186572.

Reversible table cloth; no.1032H. Folder. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 3Aug64; KK186581.

Scotch plaid dress bag; no.1419. On wrapper. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 28Feb64; KK186592.

Shaving kit; no.821. Card. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 24Feb64; KK186600.

Silicone ironing board cover; no.704H. Folder. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 30Oct63; KK186585.

Special open front, curved zipper garment bag; no.1260. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 21Nov63; KK186567.

Super giant jumbo garment bag; no.1154. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 25Jun64; KK186584.

Swivel hook ... ladies shoe bag; no.309. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 13Aug64; KK186577.

Table cloth; no.1001H. Sheet. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 22Sep64; KK186575.

UNIVERSAL PRODUCING CO. See FASHION HOME.

UPJOHN CO. ©

Progress through science, antibiotic research begins here; cyclic conception control, Provest. (In Scope, Dec. 1964, p.2 & 4 of cover) © 30Dec64; KK188064.

Progress through science, discovery; serum levels markedly exceed; Lincocin. (In Scope, Jan. 1965, p.2-4 of cover) © 29Jan65; KK188065.

Progress through science, near perfect match; three routes of administration; Orinase, tolbutamide. (In Scope, Feb. 1965, p.2-4 of cover) © 17Feb65; KK188067.

Progress through science, reproduction control; Cer-O-Cillin. (In Scope, Oct. 1964, p.2 & 4 of cover) © 28Sep64; KK185116.

Symbol of anticipated success against common gram-positive organisms, Lincocin; Solu-B-Forte. (In Scope, Apr. 1965, p.3-4 of cover) © 19Mar65; KK188066.

V

VN NOVELTY. ©

Bone china animal family set; art miniatures. Two trees. On folding carton. © 15Jun64; KK184976.

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Pervac. Sheet. © 1Mar64; KK187063.

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Hot Dog brand franks; 10 lbs. net weight. Sheet. © 9Nov64; KK186526.

VAN CAMP SEA FOOD CO. ©

Why is Capt. Kitt the ideal everyday cat food? (In Life, Mar. 16, 1962, p.112) © 16Mar62; KK188701.

VAN TINE SYND. ©

I'll buy that. Sheet. Appl. author: Peter Van Thein. © 15Jan61; KK186605.

VAN WINKLE MOTOR CO. ©

Drive an M-B expense free; 3-P. S. P., three pointed star plan. (In The Dallas morning news, Jan. 10, 1965, section 4, p.7) Appl. author: Robert E. Phillips. © 19Jan65; KK186754.

VENUS PEN & PENCIL CORP. ©

The expensive mess proof, stainless steel tip. (In Modern office procedures, Mar. 1965, p.31) Appl. author: Doyle Dane Bernbach, Inc. © Venus Pen & Pencil (in notice: Venus Pen & Pencil Corp.); 25Feb65; KK187059.

The expensive mess proof stainless steel tip; what is it doing in a 49¢ pen. (In National stationer, Feb. 1965, p.32-33) Appl. author: Doyle Dane Bernbach, Inc. © Venus Pen & Pencil (in notice: Venus Pen & Pencil Corp.); 28Jan65; KK186402.

Will our new magic formula lead turn you into Michelangelo? (In American artist, Feb. 1965, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 27Jan65; KK185191.

VERSA PRODUCTS CO. ©

Another first for you, the profit trio; Durado railings. Sheet. Appl. author: Norman Malone Associates, Inc. © 15Dec64; KK185024.

Do-it-yourself Versa wrought iron railings and columns. Folder. Appl. author: Norman Malone Associates, Inc. © 15Dec64; KK185023.

The luxury rail with the luxury look; Versa Durado railing and columns. Folder. © 15Dec64; KK185438.

Now, new look, new idea, new Versa Durado, the luxury rail with luxury features. Sheet. Appl. author: Norman Malone Associates, Inc. © 15Dec64; KK185027.

Now you have prospects in every block, every suburb; the profit trio by Versa, introducing Versa Durado heavy duty railings. Sheet. Appl. author: Norman Malone Associates, Inc. © 15Dec64; KK185025.

Phos-fused railings and columns. Folder. Appl. author: Norman Malone Associates, Inc. © 15Dec64; KK185026.

Versa columns beautify outside or indoors. Sheet. Appl. author: Norman Malone Associates, Inc. © 15Dec64; KK185018.

VESELY CO. ©

Easy come, easy go; Apache camping trailers. (In Western outdoors, Feb. 1965, p.11) NM: "new text." © 20Jan65; KK186864.

VIATRAN CORP. ©

Pressure transducers, models PTB100 G & A. Sheet. (Product bulletin no.100) Appl. author: Comstock Advertising, Inc. © 1Jun65; KK188283.

VISION-MASTER, INC.

End blind spots; See-All wide angle mirror. Card. © 30Oct64; KK184910.

Greatest safety advance since invention of rear view mirror; See-All wide angle mirror. Sheet. © 31Dec64; KK185505.

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The box in front holds all the boxes in back. Volkswagen truck. (In Nation's business, June 1965, p.45) Appl. author: Doyle Dane Bernbach, Inc. © 29May65; KK188800.

Do you have what it takes to be a Volkswagen dealer? (In NADA magazine, Dec. 1964, p.103) Appl. author: Doyle Dane Bernbach, Inc. © 28Oct64; KK184948.

Does the stick shift scare your wife? (In Life, Apr. 16, 1965, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 13Apr65; KK187417.

The engine's in the back. (In Field & stream, Apr. 1965, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar65; KK186967.

The first car at the bottom of the world. (In Road & track, Jan. 1965, p.20) Appl. author: Doyle Dane Bernbach, Inc. © 29Dec64; KK185201.

How to lose money more profitably. (In Nation's business, Feb. 1965, p.26) Appl. author: Doyle Dane Bernbach, Inc. © 28Jan65; KK185534.

If you can sell her on this, you can sell her on anything. (In Harper's bazaar, Feb. 1965, p.68) Appl. author: Doyle Dane Bernbach, Inc. © 29Jan65; KK185241.

It almost seems a shame to put a Volkswagen engine in it. (In Sports illustrated, Feb. 22, 1965, p.1) Appl. author: Doyle Dane Bernbach, Inc. © 20Feb65; KK185757.

It comes in its own box; there has to be a little Scrooge in you to give a Volkswagen station wagon. (In Sports illustrated, Nov. 23, 1964, p.2 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 21Nov64; KK184934.

It happens to the best of us. (In Nation's business, Apr. 1965, p.77) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar65; KK187974.

Last year 9,500 Americans gave their VW dealers a check. (In Automobile news, June 21, 1965, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 19Jun65; KK188799.

Maybe you never thought of yourself as a Volkswagen salesman before. (In Travel weekly, Mar. 9, 1965, p.93) Appl. author: Doyle Dane Bernbach, Inc. © 6Mar65; KK186960.

170 cubic feet of station wagon. (In Life, May 7, 1965, p.102-103) Appl. author: Doyle Dane Bernbach, Inc. © 4May65; KK187968.

Pick up either Volkswagen in Europe. (In Saturday review, Feb. 13, 1965, p.4) Appl. author: Doyle Dane Bernbach, Inc. © 10Feb65; KK185574.

Progress; the funny looking box on the right is what station wagons looked like in 1920. (In Life, Apr. 2, 1965, p.30) Appl. author: Doyle Dane Bernbach, Inc. © 28Feb65; KK187418.

A simple story about a simple engine. (In Sports illustrated, Mar. 8, 1965, p.24-25) Appl. author: Doyle Dane Bernbach, Inc. © 5Mar65; KK186460.

Start it up and it turns into a Volkswagen. (In Time, May 7, 1965, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 4May65; KK187972.

Think small; our little car isn't so much of a novelty any more. (In Sports illustrated, Oct. 15, 1962, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 130ct62; KK184930.

This is a Volkswagen part. (In Automotive news, Jan. 11, 1965, p.41) Appl. author: Doyle Dane Bernbach, Inc. © 11Jan65; KK185344.

Volkswagen, incognito. (In Time, Jan. 29, 1965, p.95) Appl. author: Doyle Dane Bernbach, Inc. © 26Jan65; KK185533.

The Volkswagen station wagon holds the entire population of Jiggs, Nevada. (In Life, Mar. 5, 1965, p.6-7) Appl. author: Doyle Dane Bernbach, Inc. © 3Mar65; KK186462.

We started with a simple plan; it all began with the notion that a wagon should hold a lot. (In The Atlantic, Jan. 1965, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 29Dec64; KK184932.

What goes on in a Volkswagen Campmobile? (In Field & stream, Mar. 1965, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 25Feb65; KK186834.

What happens when you drive a Volkswagen. 1 v. Appl. author: Doyle Dane Bernbach, Inc. © 14Dec64; KK186997.

What if it poops out in Paducah? (In Life, Dec. 4, 1964, p.24) Appl. author: Doyle Dane Bernbach, Inc. © 2Dec64; KK184917.

What's in it for the wife, the VW Campmobile is for wives who'd rough it. (In Field & stream, May 1965, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 27Apr65; KK188361.

Who said we think small? Partswagen trailer truck. (In Automobile News, May 17, 1965, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 15May65; KK188798.

You're missing a lot when you own a Volkswagen. (In Esquire, Feb. 1965, p.41) Appl. author: Doyle Dane Bernbach, Inc. © 29Jan65; KK185146.

W

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Charlie's Chum wild bird food; 5 lbs. net wgt. On bag. © 80ct64; KK185102.

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Medair, medicated candle; net wt. 1 1/4 oz. Sheet. © 2Apr65; KK187574.

WALKER (HIRAM) & SONS, INC. ©
Sip it slow and easy; Ten High, a true bourbon. Riding stable scene. (In Look, June 1, 1965, p.M9) © 18May65; KK187877.

WALKER & DUNLOP, INC. ©
The 13 original states 1965 calendar. 1 v. © 31Dec64; KK188068.

WALLACE, JAY K. ©
Iso-pro 35, isometric ellipse protractor, sealed-in quality, you're right with Tek-Art. Folder. © 1Apr65; KK188479.

WALLPAPER COUNCIL, INC. ©
How to decorate with wallpaper. 23 p. © 10Jan65; KK187748.

WARNER BROS. CO. ©
In a Warner's, the cups get bigger, and smaller, when you do. (In Seventeen, Apr. 1965, p.67) Appl. author: Doyle Dane Bernbach, Inc. © Warner Bros. whose full name is Warner Bros. Co.; 28Mar65; KK188008.

In a Warner's, the cups get bigger, and smaller, when you do; Tomorrow Stretchbra. (In McCall's, Mar. 1965, p.3 of cover) Appl. author: Doyle Dane Bernbach, Inc. © Warner Bros. Co. (in notice: Warner Bros.); 26Feb65; KK185756.

Wild as it sounds, this bra takes care of the 13 awful bra problems; Stretchbra. (In Mademoiselle, May 1965, p.24-25) Appl. author: Doyle Dane Bernbach, Inc. © 27Apr65; KK188360.

Wild as it sounds, this bra takes care of the 13 awful bra problems no one bra could ever lick. (In Woman's day, Apr. 1965, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar65; KK186937.

WARNER BROS. PICTURES, INC.
Boys, girls, moms, dads. See GENERAL FOODS CORP.

Hey, Doc, dig the handsome bunny on these new pre-sweetened Kool-Aid packages. See GENERAL FOODS CORP.

WARNER-LAMBERT PRODUCTS DIVISION. ©
Listerine antiseptic kills germs on contact, by millions. [Endorsed by Arthur Godfrey] (In Look, Oct. 9, 1962, p.1) © 90ct62; KK188164.

WATKINS PRODUCTS, INC. ©
If you don't own an orchard, try Watkins family beverage bar. (In Good housekeeping, June 1965, p.217) © 18May65; KK188616.

If you truly love your hair, new Sparkle Gel shampoo from Mary King. (In Good housekeeping, Apr. 1965, p.253) © 18Mar65; KK186671.

WATKINS-STRATHMORE CO. ©
Color and re-color; 4918. Card. © 30Mar65 (in notice: 1964); KK187584.

Donkey party game sheet; 4917; mask, 9 tails. Card. © 29Jan65; KK187589.

WAUKESHA FRUIT PRODUCTS, INC. ©
Brazilian coco banana ice cream: one half gallon liquid. On folding carton. © 15Dec63 (in notice: 1964); KK187001.

Danish nut roll ice cream; one half gallon liquid. On folding carton. © 15Dec63 (in notice: 1964); KK186999.

English butter rum toffee ice cream; one half gallon liquid. On folding carton. © 15Dec63 (in notice: 1964); KK187002.

French vanilla ice cream; one half gallon liquid. On folding carton. © 15Sep63 (in notice: 1964); KK187000.

Mandarin orange ice cream; one half gallon liquid. On folding carton. © 15Dec63 (in notice: 1964); KK187126.

Swiss chocolate cherry ice cream; one half gallon liquid. On folding carton. © 15Dec63 (in notice: 1964); KK187125.

WEAVER (W. R) CO. ©
For big game or varmints; model K6 Weaver-Scope. (In Frontier times, Mar. 1965, p.49) Appl. author: Thomas S. Duff. © 20Jan65; KK185566.

For long range precision shooting, models K8 and K10 Weaver-Scopes. (In Texas game and fish, Mar. 1965, p.30) Appl. author: Thomas S. Duff. © 1Mar65; KK186922.

For most every rifle, Weaver-Mounts. (In Shooting times, Apr. 1965, p.3) Appl. author: Thomas S. Duff. © 1Mar65; KK186924.

For versatile sighting, use a variable power Weaver-Scope; model V8. (In True west, Feb. 1965, p.51) Appl. author: Thomas S. Duff. © 20Dec64; KK185053.

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WEAVER (W. R.) CO.-Con.
New fun, new accuracy with your .22 with the all new model C4 Weaver-Scope. (In Boy's life, May 1965, p.69) Appl. author: Thomas S. Duff. © 25Apr65; KK188139.

New versatility for .22's; Weaver-Scope model V22. (In Gun world, May 1965, p.8) Appl. author: Thomas S. Duff. © 1Apr65; KK186923.

Now, lighter, brighter, more compact; Weaver-Scopes for .22's and light recoil rifles. (In Gun and hunting, June 1965, p.7) Appl. author: Thomas S. Duff. © 20Apr65; KK187976.

See clearly, aim quickly, shoot more accurately with a model K3 or K4 Weaver-Scope. (In Frontier times, July 1965, p.61) Appl. author: Thomas S. Duff. © 20May65; KK188140.

WEBB (CHARLES J.) SONS CO., INC.
CORROSION REACTION CONSULTANTS.
See CORROSION REACTION CONSULTANTS.

WEBSTER, HADLEY L. See WOLFE & WEBSTER.

WEISHAN, HERBERT H. ©
Royal poker. Sheet. © 4Feb65; KK185352.

WELCH GRAPE JUICE CO., INC. ©
After nearly a century of perfecting the grape grower's art, Welch's produces vintage concord grapes. (In Life, Feb. 19, 1965, p.46-47) © 15Feb65; KK185944.

Welch's has done it, vintage concord grapes; for grape flavor never before possible in grape jelly. (In Life, Mar. 12, 1965, p.96) © Welch's a.a.d.o. Welch Grape Juice Co., Inc.; 8Mar65; KK187534.

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Grasshopper dissection model. Sheet. (Welchogram no.652) © 15May65; KK187893.

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Low cost rheostats and meters. Sheet. (Welchogram no.632) © 27Jan65; KK188168.

New demineralizers for chemistry classes. Sheet. (Welchogram no.609) © 15Jan65; KK188165.

Plastic embedded zoology specimens. Sheet. (Welchogram no.646) © 1Jun65; KK188324.

Power supply for students. Sheet. (Welchogram no.628) © 27Jan65; KK188166.

Variable spark timer. Sheet. (Welchogram no.634) © 27Jan65; KK188169.

WELCH'S. See WELCH GRAPE JUICE CO., INC.

WELLA CORP. ©
It's a beautiful business we're in together. Hair color. (In American hairdresser, Apr. 1965, p.4-5) © 27Mar65; KK188585.

It's a beautiful business we're in together; Balsam. (In Modern beauty shop, May 1965, p.91) © 25Apr65; KK188584.

We interrupt this magazine for a special announcement; Kolestral is now on sale. (In Modern beauty shop, Mar. 1965, p.105) © 27Feb65; KK186465.

WELLCO RO-SEARCH INDUSTRIES, INC. ©
Big money. Sheet. © 3Dec64; KK187159.

Happens everytime we run an ad on Wellco footwear. Sheet. © 26Nov64; KK187158.

It could only happen in America. Sheet. © 20Nov64; KK187162.

Kids love 'em; Moon Base slipper-boots for boys and girls. (In Parents' magazine, Sept. 1962, p.137) © 25Aug62; KK186276.

A primer on profitable footwear. Sheet. © 100ct64; KK187164.

Sales tactics exposed. Sheet. © 6Nov64; KK187160.

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HI-PALS FOOTWEAR, INC. See HI-PALS FOOTWEAR, INC.

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Work safe with the all new Werner aluminum Sta-Safe combination stabilizer and stand-off bracket. Sheet. © 11Jan65; KK185163.

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Enjoy the Western way of life. (In Los Angeles times, Mar. 2, 1965, pt.3, p.9) © 2Mar65; KK187119.

WESTERN GEAR CORP. ©
Cut rigging time by 50% or more; this is the unit that does the trick, Sky Climber air or electric powered hoist. Folder. Appl. author: Len Wolff & Co. © 1Jun63 (in notice: 1962); KK185759.

Sky Climber; purchaser's warranty. Folder. Appl. author: Len Wolff & Co. © 1Nov63; KK185758.

Sky Climber air, electric or manual operation. 15 p. (Bulletin no.6329) Appl. author: Len Wolff & Co. © 1Nov63; KK185760.

WESTERN PUB. CO., INC. ©
Amy magic doll; no.4401. On wrapper. © 2Mar65; KK187587.

Feed the animals, an easy trail game of fun; no.4635. On wrapper. © 17Feb65; KK186957.

Fun box of things to do; no.4734:100. On wrapper. © 2Mar65; KK187585.

Nature, frame-it, paint by number; 8 picture changes; no.4765. Whitman Pub. Co. On wrapper. © 5Apr65; KK188436.

Tumble-o, novel game for any number of players; no.4637. Whitman Pub. Co. On wrapper. © 27Apr65; KK188437.

WESTON BISCUIT CO., INC. ©
Party mix cookies; Weston's ABC; net wt. 1 lb. avoir. On wrapper. Appl. author: American Can Co. © 18May65; KK188745.

WHAM-O MANUFACTURING CO. ©
Frisbee flying saucer; no.132. Sheet. © 5May65; KK187782.

Giant monster bubbles. Sheet. © 23Jan64; KK187212.

It's Willie; stock no.270. Sheet. © 30Dec64; KK185606.

Monster magnet; stock no.263. Card. © 10Mar65; KK187270.

WHISTLER (S. B.) & SONS, INC. ©
Magnetic perforating dies. 25 p. (Catalog M-65) © 4Mar65; KK188370.

WHITEWORTH, INC. ©
Rubbing alcohol; net contents one pint. Sticker. Appl. author: Reo Ellsworth. © 14May65; KK188151.

WHITMAN PUB. CO. ©
Bridal doll box; no.4723:100; 5 stand up dolls. On wrapper. © 18Mar65 (in notice: 1964); KK187588.

Magic stay-on; Sara, Pat; 2 paper dolls; no.4701. On wrapper. © 4Jan65 (in notice: 1964); KK185812.

Sue the magic doll; no.4618. On wrapper. © 30Dec64; KK185811.

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Wig bandeau; style 202. Sheet. © Palmerston Hat Co. (in notice: WigCraft, a division of Palmerston Hat Co.); 1Feb65; KK185687.

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Wig turban; style 102. Sheet. © Palmerston Hat Co. (in notice: WigCraft, a division of Palmerston Hat Co.); 1Feb65; KK185688.

Wiglette, style 103. Sheet. © Palmerston Hat Co. (in notice: WigCraft, division of Palmerston Hat Co.); 1Feb65; KK186618.

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Buck. On wrapper. © 18Dec57; KK187468.

WILHOLD GLUES, INC. ©
How to make delightful 3-dimensional felt pictures. 7 p. © 15Nov64; KK188271.

WILKEN CO. ©
The Wilken Family 893; it's our family's whisky, neighbor, and, neighbor, it's your price. (In The Miami herald, Mar. 12, 1965, p.36-D) © 12Mar65; KK188322.

WILL & BAUMER CANDLE CO., INC. ©
The altar boys; this particular calendar edition is one that maintains a tradition. Card. © 18Nov64; KK186782.

WILLIAMS, RALPH WILLIAM.
America's Junior Miss, 1964. See BRECK (JOHN H.) INC.

Breck, the only leading shampoo. See BRECK (JOHN H.) INC.

Only Breck shampoo cleans tenderly. See BRECK (JOHN H.) INC.

WISS MANUFACTURING CO. ©
Training wheels; model 850. (Bicycle training wheels) On folding carton. NM: revision. © 29Apr63; KK185549.

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Heavy duty band clamps; RMT and RM band clamps. Sheet. © 17Dec64; KK184907.

V-band and custom clamps for positive sealing of flanged joints. Folder. © 9Dec64; KK184906.

WOLF FURNITURE CO.
The happy homemakers with Bert and Mert Happy. (In The Altoona mirror, Mar. 6, 1965, p.5) © Wolf Furniture Co. (in notice: Wolf Furniture); 5Mar65; KK187294.

WOLFE, CHESLEY L. See WOLFE & WEBSTER.

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Staybilevel; leveling devices for parked trailers and campers. Sheet. © Wolfe & Webster, a co-partnership comprised of Chesley L. Wolfe & Hadley L. Webster; 26Jan65; KK188232.

WOLVERINE SHOE & TANNING CORP. ©
Light where you like 'em, tough where you need 'em. (In Family weekly, Apr. 25, 1965, p.9) © 24Apr65; KK187413.

We're making sidewalks softer and softer and softer. (In Sports illustrated, Apr. 19, 1965, p.74) © 15Apr65; KK187705.

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We're making sidewalks softer and softer and softer; Hush Puppies. [Couple sitting by fountain] (In Glamour, Mar. 1965, p.95) © 18Feb65; KK186135.

We're making sidewalks softer and softer and softer; Hush Puppies. [Crowded street scene] (In Family weekly, Mar. 7, 1965, p.6) © 6Mar65; KK185952.

WORD/FRACTION MATH AID CO. ©
Test your math I.Q. 2 cards. Appl. author: Harold Schneider. © 31Mar65; KK186906.

WORLD TIME CORP. ©
Cordless electric clock & World Time indicator. Sheet. Appl. author: D'Elia Stolarz Associates, Inc. © 10ct64; KK187774.

WORLD WIDE ENTERPRISES, INC. ©
Pre-tested twinkle lamps, heavenly twinkling lights, Fulvue; C-9 1/4, 120 volt. Japan. Card. Appl. author: Albert V. Sadacca. © 1Jan65; KK188407.

WORTH, GENE. See GENIE.

WRIGHT MANUFACTURING CO. ©
New, Ever Pressed never needs ironing. Card. © 25Mar65; KK188248.

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Wrigley zoo; Eddy Elephant. (In The Evanston review, Dec. 24, 1964, p.15) Appl. author: Kudner Agency, Inc. © 24Dec64; KK185364.

Wrigley zoo; Karol Kangaroo. (In The Evanston review, Dec. 31, 1964, p.66) Appl. author: Kudner Agency, Inc. © 31Dec64; KK185365.

WULF (FRANK M.) ASSOCIATES. ©
Art techniques available to advertisers. 2 sheets. (Thoughts on art, no.3) Appl. author: Frank M. Wulf. © 1Dec64; KK187297.

Y

YELLOWSTONE DISTILLERY CO. ©
Yellowstone, discover how mellow a bourbon can be. Car & mountain. (In U. S. news & world report, Dec. 7, 1964, p.37) Appl. author: Post-Keyes-Gardner, Inc. © 30Nov64; KK186263.

Yellowstone, discover how mellow a bourbon can be. Golf scene. (In U. S. news & world report, Nov. 9, 1964, p.45) Appl. author: Post-Keyes-Gardner, Inc. © 2Nov64; KK186262.

YOGG & CO. ©
Ad-Klip adhesive back paper clips; the newest, neatest way to attach menu flyers to menus. Sheet. © 15Jan65; KK185206.

Counter size black felt groove board. Sheet. © 20May65; KK188244.

Silk screened lobby display posters; price information. Sheet. © 8Apr65; KK187184.

Wallet style transparent menu jacket. Sheet. © 15May65; KK188245.

YOUNG DESIGNS, INC. ©
Hand painted nursery lamps and accessories. 6 sheets in envelope. Appl. author: Irmi Ann Gross-Bering. © 26Jun64; KK187209.

YOUNGS DRUG PRODUCTS CORP. ©
Bidette; 40 packets. On folding carton. NM: revision. © 27May65; KK188528.

YP Youngs nail polish remover pads; 12 packets. On folding carton. © 29Apr65; KK187692.

Z

ZIMMERMAN, B. J. See MORTGAGE REFINANCE CO.

ZINKIN, HAROLD. See UNIVERSAL ATHLETIC SALES CO.

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RENEWAL REGISTRATIONS

A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

AMERICAN CAN CO.
Sally Ann ice cream. © 14May38; Label 51341. American Can Co. (P); 14May65; R361218.

BORDEN CO.
Skirocket refreshing milk sherbet. © 16Jul37; Label 50194. Borden Co. (P); 11Feb65; R355676.

CHALLENGE CREAM & BUTTER ASSN.
Banner evaporated milk. © 22Dec37; Label 50635. Challenge Cream & Butter Assn. (P); 25Feb65; R356611.

CLIMALENE CO.
Famous Clean-Ups. © 23Dec37; Print 16722. Climalene Co. (P); 26Jan65; R354337.
Skidoo, the household creamy cleanser. © 1Dec37; Label 51767. Climalene Co. (P); 26Jan65; R354338.

CONTINENTAL CHEMICAL CO.
Klenosan, the all purpose household cleaner. © 1Dec37; Label 50757. Continental Chemical Co. (P); 19Jan65; R354006.

DRACKETT CO.
Vanish, a preparation for cleaning toilet bowls. © 23Jul37; Label 50064. Drackett Co. (P); 7Jun65; R362685.

EPPENS, SMITH CO.
Worth crowing about. © 14Jan37; Print 16144. Eppens, Smith Co. (P); 4Jan65; R352274.

F & M IMPORTING CO., INC.
Cornelia, edible oil. © 10Feb38; Label 51017. F & M Importing Co., Inc. (P); 11Feb65; R355528.

FEDERATED DEPT. STORES, INC.
Bullock's collegienne. © 2Feb38; Label 50955. Federated Dept. Stores, Inc. (P); 22Apr65; R359907.

FIBREBOARD PAPER PRODUCTS CORP.
Ice cream. © 1Apr37; Label 49808. Fibreboard Paper Products Corp. (P); 19Mar65; R357762.
Ice cream. © 6May37; Label 49812. Fibreboard Paper Products Corp. (P); 19Mar65; R355761.

GOLDSMITH PICKLE CO.
Hiram Cuke. © 19Apr38; Label 51558. Goldsmith Pickle Co. (P); 2Jun65; R362216.

HALL (MARTIN L.) CO.
Victor, the ripe coffee. © 28Mar38; Label 51083. Martin L. Hall Co. (P); 14Apr65; R359425.

HUBINGER CO.
Bee-Sweet. © 10ct37; Label 50494. Hubinger Co. (P); 15Apr65; R359466.
Silver-Sweet. © 29Mar37; Label 49368. Hubinger Co. (A); 12Feb65; R356303.

KIMBERLY-CLARK CORP.
Kleenex tissues. © 4Apr38; Label 51318. Kimberly-Clark Corp. (PWH); 26May65; R362131.

KRUEGER BEVERAGE CO.
Root beer. © 5May37; Label 49502. Krueger Beverage Co. (P); 22Apr65; R359904.
Root beer concentrate. © 1Jul37; Label 49865. Krueger Beverage Co. (P); 22Apr65; R359905.
Root beer syrup. © 1Jul37; Label 49866. Krueger Beverage Co. (P); 22Apr65; R359906.

MILLER, ROBERT W.
Hula-Lei perfume. © 7May37; Label 49715. Robert W. Miller (P); 12Apr65; R359386.

MILNOT CO.
Carolene. © 20Feb38; Label 51128. Milnot Co. (P); 24Mar65; R357982.
Milnut. © 20Feb38; Label 51129. Milnot Co. (P); 24Mar65; R357983.

OCONOMOWOC CANNING CO.
Buddie. © 15Sep37; Label 50475. Oconomowoc Canning Co. (P); 8Apr65; R358798.
Land O'Lakes. © 15Sep37; Label 50444. Oconomowoc Canning Co. (P); 8Apr65; R358796.
Miss Wisconsin. © 15Sep37; Label 50474. Oconomowoc Canning Co. (P); 8Apr65; R358797.

PALM BEACH BOTTLING WORKS, INC.
Palm Beach beverages. © 10Mar38; Label 51173. Palm Beach Bottling Works, Inc. (P); 8Apr65; R358789.

PETER PAN SEAFOODS, INC.
Peter Pan. © 25Mar38; Label 51115. Peter Pan Seafoods, Inc. (P); 19Apr65; R359684.

VIRGINIA DARE EXTRACT CO., INC.
Barsour. © 25Apr38; Label 51515. Virginia Dare Extract Co., Inc. (P); 17May65; R361498.

ZEPHYR MANUFACTURING CO.
Zephyr deluxe. © 70ct37; Label 50724. Zephyr Manufacturing Co. (P); 24Feb65; R356428.

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Catalog of Copyright Entries: *Third Series*
Volume 19, Part 11B, Number 2

Commercial Prints and Labels

July–December
1965

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WASHINGTON : 1966

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Catalog of Copyright Entries

Third Series

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L.C. card 6—35347

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For sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Price of this part is given on page vi.

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Preface

The CATALOG OF COPYRIGHT ENTRIES is published by authority of sections 210 and 211 of Title 17 of the *United States Code*. Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

The *Catalog* is subdivided into parts corresponding to the classes of material listed in section 5 of Title 17 of the *United States Code*. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to identify the classes, and the prices of the semiannual issues.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant as given in the application for registration, the copyright date, the copyright registration number, etc.).

Information as to changes of copyright ownership is not included in the *Catalog*, but a search of the Copyright Office Assignments and Related Documents Indexes may be requested from the Register of Copyrights. A fee for the search and report will be estimated at the statutory rate of $5 per hour.

In the case of each registration listed, except for renewals, there has been deposited a copy or copies of the work in accordance with the provisions contained in section 12, 13, 14, or 215 of Title 17 of the *United States Code*.

For a more complete description of the contents of this issue of the *Catalog* see p. vii.

Orders, payable in advance, for all parts of the *Catalog of Copyright Entries* should be sent to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402. Orders may be placed for individual issues, as subscriptions for one or more parts, or for the complete *Catalog* at $20 a year, and for periods of one, two, or three years. All orders should state clearly the title and the inclusive dates of the part wanted. Checks or money orders should be made payable to the Superintendent of Documents.

The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington, D.C., 20540.

Organization of Parts

Each part listed in the following table records all current registrations in the class or classes indicated by the alphabetical symbols. Renewal registrations are listed separately at the end of each related part. The first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for the purpose of statistical analysis. A zero immediately following the symbol, e.g., AF0, EF0, identifies a foreign work deposited under the waiver-of-fee provision (section 215 of Title 17 of the *United States Code*). Some parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the part.

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		Price per semiannual issue
Part 1	Books and Pamphlets, Including Serials and Contributions to Periodicals	$2.50
A	Books	
AF	Books manufactured abroad (except those registered for ad interim copyright)	
AI	Books in the English language registered for ad interim copyright	
BB	Contributions to periodicals	
R	Renewal registrations	
Part 2	Periodicals	1.00
B	Periodicals	
BF	Periodicals manufactured abroad (except those registered for ad interim copyright)	
BI	Periodicals in the English language registered for ad interim copyright	
R	Renewal registrations	
Parts 3–4	Dramas and Works Prepared for Oral Delivery	1.00
C	Lectures and other works prepared for oral delivery	
DF	Dramatic and dramatico-musical works published abroad	
DP	Published dramatic and dramatico-musical works	
DU	Unpublished dramatic and dramatico-musical works	
R	Renewal registrations	
Part 5	Music	3.50
EF	Musical compositions published abroad or the author of which is not a citizen or domiciliary of the United States	
EP	Musical compositions published in the United States or the author of which is a citizen or domiciliary of the United States	
EU	Unpublished music	
R	Renewal registrations	
Part 6	Maps and Atlases	$0.50
F	Maps	
R	Renewal registrations	
Parts 7–11A	Works of Art, Reproductions of Works of Art, Scientific and Technical Drawings, Photographic Works, Prints and Pictorial Illustrations	1.00
GF	Works of art published abroad	
GP	Published works of art and designs for works of art	
GU	Unpublished works of art and designs for works of art	
H	Reproductions of works of art	
IP	Published drawings or plastic works of a scientific or technical character	
IU	Unpublished drawings or plastic works of a scientific or technical character	
JP	Published photographs	
JU	Unpublished photographs	
K	Prints and pictorial illustrations	
R	Renewal registrations	
Part 11B	Commercial Prints and Labels	1.00
KK	Commercial prints and labels	
R	Renewal registrations	
Parts 12–13	Motion Pictures and Filmstrips	.50
LP	Published motion-picture photoplays	
LU	Unpublished motion-picture photoplays	
MP	Published motion pictures other than photoplays	
MU	Unpublished motion pictures other than photoplays	
R	Renewal registrations	

Subscription price: Complete *Catalog* for the year $20.00. Add $5.75 for foreign mailing. Orders, accompanied by remittances, should be addressed to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402.

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Introduction

PART 11B lists domestic and foreign prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in class K under the symbol KK. Works for which the subsisting copyright has been renewed are listed separately in the Renewal Registrations section.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e.g.,

FARRELL, JAMES EDWARD. ©
Bowl a word, a fascinating word game. © 20Aug65; KK191830.

FRANKONIA PRODUCTS, INC.
Rambler Classic station wagon. (License-plated model cars) © Frankonia, a.a.d.o. Frankonia Products, Inc.; 8Aug65; KK191825.

Each main entry for currently registered works includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

1) Title, amplified if necessary by a brief description of the pictorial content of the work, and followed by any variant title.
2) Names of contributors to the work.
3) Physical description, consisting of the number of pages or other terms descriptive of the work.
4) Series statement.
5) Special descriptive data, limited to registrations which appeared in a newspaper or periodical giving the name and issue date of the publication, the number of the page on which the item will be found, and the place of publication, if published abroad.
6) Names of authors given in the application which do not appear elsewhere in the entry.
7) Name of the employer in the case of a work made for hire, if so named in the application.
8) Information contained in the application which relates to the registration of an earlier version of the work.
9) Brief statement of the new matter on which copyright is claimed, preceded by the abbreviation NM, if this information is given in the application and is not indicated elsewhere in the entry.
10) Copyright symbol ©.

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11) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
12) Date of publication as given in the application.
13) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e.g., © Richard Roe & Co.; 8Aug65 (in notice: 1964); KK191820.

For renewal registrations, the main entry includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

1) Title.
2) Copyright symbol ©.
3) Date of original copyright.
4) Original registration number.
5) Name of the renewal claimant followed by a statement in parentheses, usually abbreviated, giving the basis of the renewal claim as supplied by the applicant, e.g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
6) Date of receipt of the renewal application or the fee, whichever is later.
7) Renewal registration number.

Abbreviations and Symbols

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings.

a.a.d.o.	accepted alternative designation of
a.k.a.	also known as
appl.	application
©	copyright symbol
d.b.a.	doing business as
NM	new matter
p.	page, pages
(P)	proprietor of a commercial print or label
pseud.	pseudonym
pub.	published, publishing
(R)	renewal registration
rev.	revised
t.a.	trading as
v., vol., vols.	volume, volumes

Registrations July-December 1965

Commercial prints and labels published in the United States	2,995
Commercial prints and labels published abroad	0
Total	2,995
Renewals	46

These figures represent the number of registrations for commercial prints and labels for July–December 1965, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

These entries alone may not reflect the complete Copyright Office record pertaining to a particular work. Contact the U.S. Copyright Office for information about any additional records that may exist.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

A

ABALENE PEST CONTROL SERVICE, INC. ©
Mrs. Wormsby, Mrs. Wormsby, Abalene is here. Sheet. © 4Apr65; KK189506.

ABBEY CARPET CO., INC. ©
Carpet clearance. (In The Sacramento bee, Oct. 24, 1965, p.C3) © 24Oct65; KK190786.
Exclusive 7th annual Mohawk carpet free toy & gift plan. [Little girl looking through door at Christmas toys] (In San Francisco chronicle, Nov. 2, 1965, p.9) © 2Nov65; KK191174.
Exclusive 7th annual Mohawk carpet free toy and gift plan. [Little girl lying on floor with toys] (In Appeal-democrat, Marysville, Calif., Nov. 2, 1965, p.10) © 2Nov65; KK191176.

ABBOTT LABORATORIES. ©
Ambrosia elatior. Folder. © 18Aug65; KK191164.
Guide to Penthrane administration, Penthrane calculator for vapor concentrations; methoxyflurane. Card. © 17Jun65; KK189818.

ACCURATE BUSHING CO. ©
Drill jig bushings; ASA and ABC standard. 23 p. (Catalog B-65) NM: additions & revision. © 10Oct65; KK191835.

ACOUSTICA ASSOCIATES, INC. ©
Conductive probe; liquid level point sensor. Sheet. (Bulletin no.3302) © 5Aug65; KK190386.
Control and remove contaminants. (In Army, June 1965, p.6) © 1Jun65; KK189061.
Control, remove contaminants. (In Metalworking, July 1965, p.32) © 5Jul65; KK189707.
Cryogenic liquid level point sensing system. Sheet. (Bulletin no.3300) © 15Jun65; KK189708.
Cryogenic liquid level sensing system. Sheet. (Bulletin no.3301) © 15Jun65; KK189709.
Fluid control systems by Acoustica. (In Missiles and rockets, July 26, 1965) © 27Jul65; KK189710.
Sonometer, continous liquid level gage. Sheet. (Bulletin no.4300) © 14Jun65; KK189060.
Ultra-processor, model AP-150. Sheet. (Bulletin no.8000) © 30Aug65; KK190387.
Ultrasonic cleaning systems are cutting costs. (In New equipment digest, June 1965, p.3) © 4Jun65; KK189058.

ACOUSTICA ASSOCIATES, INC. See MUSIC INTERIORS.

AEROSOL CORP. OF AMERICA.
Crazy Foam, the toy that cleans; net wt. 6 1/2 oz. Elephant. On can. © Aerosol Corp. of America, a subsidiary of Shulton, Inc.; 17Aug65; KK191472.
Crazy Foam, the toy that cleans; net wt. 6 1/2 oz. Mr. Eye Ball. On can. © Aerosol Corp. of America, a subsidiary of Shulton, Inc.; 17Aug65; KK191473.
Crazy Foam, the toy that cleans; net wt. 6 1/2 oz. Pig. On can. © Aerosol Corp. of America, a subsidiary of Shulton, Inc.; 17Aug65; KK191471.
Crazy Foam, the toy that cleans; net wt. 6 1/2 oz. Sea captain. On can. © Aerosol Corp. of America, a subsidiary of Shulton, Inc.; 17Aug65; KK191470.

AEROQUIP CORP. ©
Installation of the Aeroquip aluminum shoring beam. Sheet. (Bulletin 833) © 25Jun65; KK189967.
Typical Space-Craft remote brazing setup. Sheet. (Bulletin 279) © 12Jun65; KK189968.

AFFILIATED DISTILLERS' BRANDS CORP. ©
Schenley idea swapper contest. (In Hotel bulletin, June 1965, p.2-3) © 1Jun65; KK189511.
Schenley's idea swapper contest, easy to win; how going on the wagon helps you build a bar business. (In American restaurant hospitality, Sept., 1965, p.8, 9) Appl. author: Otto Kleppner. © 1Sep65; KK191007.
World famous brands tax free; Canada's O.F.C. (In Tax and duty-free shopping guide, Florida ed., June 1965, p.14-15) Appl. author: Otto Kleppner. © 1Jun65; KK190307.

AIR DEVICES, INC. ©
Agitair VCV variable volume units. Sheet. Appl. author: George J. Sweeney. © 25Aug65; KK190566.

AIRGUIDE INSTRUMENT CO. ©
Your profit forecast, bright and sunny. (In National jeweler, July 1965, p.152) Appl. author: Frank C. Nahser, Inc. © 1Jul65; KK189997.

ALADDIN EQUIPMENT CO. ©
Aladdin Equipment Company introduces a new and complete line of quality replacement gaskets and O rings. Sheet. © 15Mar65; KK189687.

ALBERTO-CULVER CO. ©
Swinging hair, get with it; VO5 hair setting lotion, set with it. (In Glamour, Apr. 1965, p.104) © 20Mar65; KK189014.

ALBRECHT SAUSAGE CO.
Hickory Lane brand 100% pure pork sausage; net weight one pound. On bag. © John M. Albrecht d.b.a. Albrecht Sausage Co.; 3Mar65; KK189680.

ALCAN ALUMINUM CORP. FLEXALUM DIVISION. ©
As the sun goes down, roll up; Flexalum roll-up aluminum awnings. Folder. © 1Jun65; KK189629.
Flexalum Portiko, a new structural aluminum roof system for canopies. 15 p. © 1Sep65; KK190256.
It's magic, see how you can have more money in your pocket and get a free gift for looking, too; you'll have extra money ... with Flexalum aluminum siding on your home. Folder. © 1Sep65; KK190255.
Some like it hot, you'll like it cool, with the beautiful protection of Flexalum aluminum awnings. Folder. © 1May65; KK189630.
Valu/Line venetian blind. Folder. © 1Sep65; KK190254.

ALCONOX, INC. ©
A good cleaning procedure, set as a standard, will save time and increase the life of glassware and instruments. Folder. Appl. states prev. reg. 1Jun59, KK143656. NM: revision. © 30Jul65; KK189809.

These entries alone may not reflect the complete Copyright Office record pertaining to a particular work. Contact the U.S. Copyright Office for information about any additional records that may exist.

ALDENS, INC. ©
15 transistor 5 band FM-AM-SW powerhouse. Sheet. © 2Aug65; KK189770.
Save 32.00 on 6-pc. Danish group. Sheet. © 2Aug65; KK189769.
Special Melmac sale. Sheet. © 1Jun65; KK189062.

ALEXANDRA DE MARKOFF SALES CORP.
Knock it off; Countess Isserlyn makeup no.93. (In Beauty fashion magazine, June 1965, p.109) © Alexandra de Markoff a.a.d.o. Alexandra de Markoff Sales Corp.; 10Jun65; KK188941.

ALGOMA NET CO. ©
Merriplay, complete line of juvenile products by Algoma; deluxe auto seat with swing. Sheet. © 1Sep65; KK191309.
Your golden opportunity. (Hammock catalog) © 10ct65; KK191308.

ALJEN MANUFACTURING CORP. ©
Girl with flowered hat [holding flowers in hands] Illus. signed: Barbra. On box. © 15Sep65; KK190738.
Girl with flowers [in dress, with hat] Illus. signed: Barbra. On box. © 15Sep65; KK190737.
Girl with pail [in bathing dress] Illus. signed: Barbra. On box. © 15Sep65; KK190736.
Girl with phone. Illus. signed: Barbra. On box. © 15Sep65; KK190735.

ALLEN ORGAN CO. ©
Allen tone, the organ sound you can enjoy open. (In The American organist, Dec., 1965, p.2 of cover) Appl. author: N. W. Ayer & Son, Inc. © 1Dec65; KK191770.
If you want the organ preferred by professionals, you'll want an Allen. (In House & garden, Oct. 1965, p.15) Appl. author: N. W. Ayer & Son, Inc. © 10ct65; KK190407.

ALTNOW, GEORGE GUSTAV.
Pacific Wire-Grams. See PACIFIC WIRE WORKS CO.

AMERICAN ANGUS ASSN. ©
Angus feeders boost your earning power. (In Bar north, Aug. 1965, p.3) © 5Aug65; KK190044.
Angus feeders boost your earning power; registered Angus bulls. (In The Drover's journal, Sept. 7, 1965, p.10) © 6Sep65; KK190043.
Angus steers boost your earning power. (In Aberdeen-angus journal, June 1965, p.45) © 26May65; KK188929.
Angus steers boost your earning power; Angus are naturally hornless. (In The Drover's journal, June 11, 1965, p.24) © 10Jun65; KK188930.

AMERICAN BAKERIES CO. ©
Great news, now Taystee brings you this airtight plastic bag to keep bread fresh. (In New York journal-American, Aug. 19, 1965, p.14) Appl. author: J. Walter Thompson Co. © 19Aug65; KK190067.
I'm the fellow who's bringing new Cook Book bread to Columbus, and boy it's good for kids. (In The Colorado County citizen, Columbus, Tex., June 10, 1965, p.10) Appl. author: J. Walter Thompson Co. © 10Jun65; KK189660.
Now, get this, flavorful Merita sandwich loaf for less than a penny a slice. (In The Roanoke world-news, June 3, 1965, p.3) Appl. author: J. Walter Thompson Co. © 3Jun65; KK189661.
Now, Taystee's extra large loaf comes to town. (In Alton evening telegraph, Apr. 14, 1965, p.A-16) Appl. author: J. Walter Thompson Co. © 14Apr65; KK189449.
Now, Taystee's Giant comes to town. (In Wichita Falls times, Apr. 27, 1965, p.10) Appl. author: J. Walter Thompson Co. © 27Apr65; KK189130.
Said the hot dog to the burger, there's nothing like Taystee rolls to make us look good and taste better. (In Daily news, New York, May 27, 1965, p.53) Appl. author: J. Walter Thompson Co. © 27May65; KK189662.
There's no other white bread like Taystee, and you can prove it. (In The Sedalia capital, May 21, 1965, p.7) Appl. author: J. Walter Thompson Co. © 21May65; KK189658.
Thousands have discovered there is a difference in white breads, have you; Taystee. (In Daily capital news, Jefferson City, Mo.) Appl. author: J. Walter Thompson Co. © 21May65; KK189659.

AMERICAN CAN CO. DIXIE CUP DIVISION.
Zero defects, do a top job; 8 fl. oz. On cup. © American Can Co., Dixie Products (in notice: Dixie Cup Div. of American Can Co.); 2Sep65; KK191078.
Zero defects, hammer out defects; 8 fl. oz. On cup. © American Can Co., Dixie Products (in notice: Dixie Cup Div. of American Can Co.); 2Sep65; KK191079.

AMERICAN CAN CO. MARATHON. See MARATHON.

AMERICAN DAIRY QUEEN CORP.
Brazier, flavored in flame. On folding carton. Appl. author: Robert Preston. © American Dairy Queen Corp. (in notice: American Dairy Queen); 13Jun63; KK190166.

AMERICAN DISTRICT TELEGRAPH CO. ©
Background music. Sheet. © 20Aug65; KK189772.

AMERICAN GAS ASSN., INC. ©
Now, from Brown and modern gas, new double oven gas range doubles your cooking convenience. (In Good housekeeping, Nov. 1965, p.193) © 200ct65; KK191518.

AMERICAN HONDA MOTOR CO., INC. ©
You meet the nicest people on a Honda; CB-160. (In Life, June 18, 1965, p.24) Appl. author: Grey Advertising. Inc. © 18Jun65; KK189001.
You meet the nicest people on a Honda; Honda Trail 90. (In Life, June 25, 1965, p.87) Appl. author: Grey Advertising, Inc. © 25Jun65; KK189979.
You meet the nicest people on a Honda; it's largely a question of personality. (In Life, July 23, 1965, p.36) Appl. author: Grey Advertising, Inc. © 23Jul65; KK189980.
You meet the nicest people on a Honda. [Man & little boy riding past giraffes] (In Life, July 16, 1965. p.80) Appl. author: Grey Advertising, Inc. © 16Jul65; KK190767.

AMERICAN OIL CO. ©
Adds miles between major overhauls. Amoco. [Endorsed by] Vernon D. Kittle. (In The Evening star, Washington, D. C., June 7, 1965, p.A-18) © 7Jun65; KK191261.
Bars harmful contaminants before they choke your fuel line. (In The Salt Lake tribune, Apr. 27, 1965, p.B5) © 27Apr65; KK189432.
Blocks harmful contaminants. (In The Salt Lake tribune, June 8, 1965, p.7) © 8Jun65; KK189434.
Extends muffler life. Amoco. [Endorsed by] Don Jones. (In The Evening star, Washington, D. C., May 3, 1965, p.A-16) © 3May65; KK191262.
Guards against tiny impurities in gasoline. (In Chicago daily news, May 4, 1965, p.15) © 4May65; KK189433.
Halts harmful particles in gasoline just before they enter your tank. Final Filter. (In Chicago daily news, July 6, 1965, p.10) © 6Jul65; KK191258.
Protects vital engine parts. Amoco. [Endorsed by] Robert Kirchhoff. (In The Evening star, Washington, D. C., June 21, 1965, p.A-18) © 21Jun65; KK191260.
Rids gasoline of impurities before they rob you of the power you pay for. Final Filter. (In The Salt Lake City tribune, June 29, 1965, p.34) © 29Jun65; KK191263.
Screens out harmful impurities before they can stop you cold. Final Filter. (In Chicago daily news, Aug. 3, 1965, p.4) © 3Aug65; KK191259.
Traps tiny particles in gasoline. (In Deseret news, Apr. 19, 1965, p.A5) © 19Apr65; KK189431.

AMERICAN SAINT GOBAIN. ©
ASG makes flat glass, like the bullet resisting glass in this bank window. Sheet. © 23Nov65; KK191524.
Creative ideas in glass, new line of glass doors shows versatility and trim good looks. Sheet. © 30Sep65; KK190972.
Light-diffusing Huewhite tames the sun by day, comes aglow by night. Folder. © 30Sep65; KK190971.

AMERICAN SAINT GOBAIN CORP. ©
ASG makes flat glass, like the glass in this electric range panel; only flat glass, like the glass in this refrigerator shelf. Sheet. © American Saint Gobain; 31Aug65; KK190187.
ASG makes flat glass (like the glass in this Securit door) only flat glass (like the glass in this computer system) Sheet. © 290ct65; KK190463.
Creative ideas in glass: illumination, decoration, separation; glass by ASG transforms a yacht club lounge. Sheet. © 29Jul65; KK189257.
Creative ideas in glass: Starlux table tops float in space. Sheet. © 290ct65; KK190464.
A monumental composition of glass and concrete; Paul Thiry's Seattle Coliseum. Folder. © American Saint Gobain; 29Jul65; KK189256.
A monumental composition of glass and concrete; Paul Thiry's Seattle Coliseum. Folder. © American Saint Gobain; 31Aug65; KK190185.
This 47-story New York skyscraper will be completed in 1966. All exterior glazing will be ASG's twin-ground Starlux plate glass. Sheet. © 290ct65; KK190465.
This research and rehabilitation center in Nebraska will be completed in 1966; basic functional ... problems will be solved by four different ASG glasses. Sheet. © American Saint Gobain; 29Jul65; KK189258.
This retreat house overlooking the Hudson will be completed late in 1966; ASG's Supratest laminated glass. Sheet. © American Saint Gobain; 31Aug65; KK190186.
This 203 bed North Carolina hospital will be completed in 1967, it will be spacious ... ASG glass will be used inside and out. (In Architectural & engineering news, June 1965, p.123) © American Saint Gobain; 6Jun65; KK189301.

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What's new, pinstripe by ASG. (In Glass digest, May 1965, p.27-29) © American Saint Gobain; 15May65; KK188960.

AMERICAN TOBACCO CO. ©

Brighton remembers the man that menthol forgot. (In Atlanta journal constitution, July 30, 1965, p.50) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Jul65; KK189501.

The coolest taste in filter smoking; Compass. (In The Kansas City star, May 18, 1965, p.32) Appl. author: Gardner Advertising Co., Inc. © 18May65; KK189399.

Couple of fellows said, show me a filter that really delivers taste and I'll eat my hat; Lucky Strike. [Endorsed by L. A. Speed Riggs; black & white illus.] (In The New York times, July 7, 1965, p.29) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Jul65; KK189499.

Couple of fellows said, show me a filter that really delivers taste and I'll eat my hat; Lucky Strike. [Endorsed by L. A. Speed Riggs; color illus.] Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: rev. © 23Jun65; KK189498.

Dear Agatha, can a pipe tobacco cigarette really taste mild? Dear Smoker, stop asking questions, start smoking Half and Half cigarette. (In The Pittsburgh press, Sept. 7, 1965, p.43) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 7Sep65; KK191302.

Dear Allison, how can I keep people from mooching my Half and Halfs? They can't resist that rich armoma. (In The Pittsburgh press, Sept. 7, 1965, p.41) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 7Sep65; KK191303.

Dear Althea, I can't decide whether I like Half and Half for their rich taste or mild flavor. (In The Pittsburgh press, Sept. 7, 1965, p.8) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 7Sep65; KK191304.

Enjoy a great new taste, pipe tobacco in a filter cigarette; Half and Half. (In Life, Apr. 16, 1965, p.57) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 16Apr65; KK189405.

Enjoy America's best tasting pipe tobacco in a filter cigarette; Half and Half. (In The Washington post and times herald, July 15, 1965, p.F5) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 15Jul65; KK189605.

Enjoy the long cigarette that's long on flavor; Pall Mall. (In Newsweek, Oct. 11, 1965, p.2) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 5Oct65; KK191625.

For the man who has everything except space. Pall Mall. (In Food topics, Oct., 1965, p.45) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Sep65; KK190466.

From the oldest idea in smoking comes the newest taste in cigarettes. Waterford. (In Buffalo evening news, Oct. 11, 1965, p.20) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Oct65; KK190469.

From the oldest idea in smoking comes the newest taste in cigarettes, Waterford. (In San Jose news, Nov. 1, 1965, p.44) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Nov65; KK191526.

Get 2 packs free, Brighton remembers the man that menthol forgot. (In Milwaukee journal. Oct. 1, 1965, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10ct65; KK190468.

Great new taste, wonderful aroma; pipe tobacco in a filter cigarette. Half and Half. (In The Saturday evening post, Mar. 27, 1965, p.38-39) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 27Mar65; KK189406.

I know what I like and I like Pall Mall. [Man in evening clothes] (In Holiday, Oct. 1965, p.140) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 14Sep65; KK190841.

I know what I like and I like Pall Mall. [Man in sports clothes] (In Holiday, Nov. 1965, p.2) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 120ct65; KK190842.

If you're particular about taste, taste Pall Mall. (In Life, July 9, 1965, p.41) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 5Jul65; KK189108.

I'm particular; don't be shy, speak up; Pall Mall. (In The Saturday evening post, Nov. 6, 1965, p.90-91) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 260ct65; KK190838.

I'm particular; particularly welcome; Pall Mall famous cigarettes. Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 7Dec65; KK191709.

I'm particular; there's one in every crowd. (In U. S. news & world report, Oct. 11, 1965, p.40) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 40ct65; KK190846.

I'm particular; we're being followed; Pall Mall. (In Look, July 27, 1965, p.78) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 20Jul65; KK189278.

An invitation from Pall Mall, famous cigarettes. (In The Detroit news, June 29, 1965, p.10 C) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 29Jun65; KK188921.

Just enough in every puff with new Montclair. (In Look, June 15, 1965, p.24) Appl. author: Gardner Advertising Co. © 15Jun65; KK189474.

Particulary tasteful; Pall Mall. (In The Detroit news, July 27, 1965, p.9A) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 27Jul65; KK189534.

Quality; Montclair. (In Retail tobacco dealer's of Philadelphia dinner dance program, May 2, 1965) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2May65; KK190188.

Quality of product is essential to continuing success. Indian head. (In The 17th annual national tobacco festival souvenir program, Oct. 9-16, 1965, p.31) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 90ct65; KK191525.

Quality sells Americans, American sells quality; Pall Mall famous cigarettes. (In United States tobacco journal, Sept. 16, 1965, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Sep65; KK190189.

Rise and shine; Pall Mall famous cigarettes. (In The Saturday evening post, July 17, 1965, p.38-39) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 6Jul65; KK189429.

Show me a filter that really delivers taste and I'll eat my hat; Lucky Strike. [Man holding small fedora hat] (In Life, Aug. 13, 1965, p.38) Appl. author: Batten, Barton Durstine & Osborn, Inc. © 9Aug65; KK189824.

Show me a filter that really delivers taste and I'll eat my hat; Lucky Strike. Straw hat. (In Life, July 16, 1965, p.64) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Jul65; KK189500.

Show me a filter that really delivers taste and I'll eat my hat; new Lucky Strike filters. Drum major's hat. (In Life, Oct. 15, 1965, p.93) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 110ct65; KK190467.

Sweet news for you from 1870; Sweet Caporal. (In New York herald tribune, Nov. 11, 1965, p.21) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 11Nov65; KK191181.

There's one in every crowd; I'm particular. Pall Mall. (In TV guide, Oct.30, 1965 - Nov. 5, 1965, p.5) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 270ct65; KK190918.

The word is light, the cigarette is Carlton. (In Time, July 9, 1965, p.35) Appl. author: Gardner Advertising Co., Inc. © 9Jul65; KK189494.

AMERICAN TOY & FURNITURE CO., INC. ©

Woodburning with guaranteed electric wonder pen, Bonanza; model no.94B. On wrapper. (Classic series) Appl. author: Gerald M. Rapaport. NM: additions. © 10Mar65; KK188950.

Woodburning with guaranteed electric wonder pen, Fess Parker starring as Daniel Boone; model no.94A. On wrapper. (Classic series) Appl. author: Gerald M. Rapaport. NM: additions. © 10Mar65; KK188949.

ANCIENT AGE DISTILLING CO. ©

Celebrate national tavern month at your neighborhood tavern. (In Chicago daily news, May 4, 1965, p.20) Appl. author: Otto Kleppner. © 4May65; KK189837.

How a used toothpaste cap puts the squeeze on bass; sports idea contest. (In Sports afield, June 1965, p.13) Appl. author: Otto Kleppner. © 1Jun65; KK189266.

How to throw a little light on a bird cleaning problem; sports idea contest. (In Sports afield, July 1965, p.5) Appl. author: Otto Kleppner. © 1Jul65; KK190216.

How to weigh duck hunting odds in your favor; sports idea contest. (In Sports afield, Sept. 1965, p.13) Appl. author: Otto Kleppner. © 1Sep65; KK190215.

If you can find a better Bourbon, buy it; Ancient Age. (In San Francisco chronicle, Sept. 10, 1965, p.40) Appl. author: Otto Kleppner. © 10Sep65; KK190537.

Kentucky bourbon. On folding carton. © 30Sep65; KK190303.

Quality, consistent quality is a major ingredient; bourbon. (In Kansas beverage news, June 1965, p.16) Appl. author: Otto Kleppner. © 1Jun65; KK189509.

Save $1.00 on new easy-to-pour pitcher half-gallon; Ancient Age bourbon. (In The Cleveland Press, Aug. 6, 1965, p.A-2) Appl. author: Otto Kleppner. © 6Aug65; KK191614.

ANDERSON, CLAYTON & CO. ©

Seven Seas salad dressings, wow! (In Star, Indianapolis, July 1, 1965, p.51) Appl. author: Benton & Bowles, Inc. © 1Jul65; KK189888.

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Almost anything tastes better with Angostura. (In What's new in home economics, Sept., 1965, p.40) Appl. author: Foote, Cone & Belding. © 15Aug65; KK190997.

Does Angostura actually flavor 98 great drinks; almost anything tastes better with Angostura. (In Life, Nov. 20, 1964, p.98-99) Appl. author: Foote, Cone & Belding. © 16Nov64; KK190198.

ANTHONY J. PIZZA FOOD PRODUCTS CORP. ©
John's original, old Italian recipe, pizza pie; cheese; 15 oz. net wt. On wrapper. Appl. authors: Raymond Loewy, William Snaith, Inc. & American Can Co. © 7Jul65; KK189198.

John's original, old Italian recipe, pizza pie; sausage and cheese; 15 oz. net wt. On wrapper. Appl. authors: Raymond Loewy, William Snaith, Inc. & American Can Co. © 7Jul65; KK189199.

John's original, old Italian recipe, pizza pies; 3 sausage and cheese. On wrapper. Appl. authors: Raymond Loewy, William Snaith, Inc. & American Can Co. © 7Jul65; KK189200.

ANTI-HYDRO WATERPROOFING CO. ©
Axpandcrete. Sheet. Appl. author: Mortimer W. Meyer. © 16Dec63; KK189300.

Here is the information you requested. Folder. Appl. author: Mortimer W. Meyer. © 16Mar65; KK189111.

APON RECORD CO., INC. ©
Ukranian folk songs and dances; Apon-2632. Record sleeve. © 23Sep65; KK190112.

APPLIED DATA PROCESSING, INC. ©
Computer accounting for accountants. Folder. © 22Oct65; KK191652.

APPLIED SCIENCE LABORATORIES, INC. ©
Gas chromatography and thin layer chromatography supplies high purity lipids. 31 p. (Catalog no.9, Spring 1965) © 9Apr65; KK189012.

APT HOWDY & DOW.
Caddyworm, the unskilled assistant. Card. © Apt Howdy & Dow, William A. Polson & Willa M. Polson, sole owners; 13Jul65; KK189689.

AQUARIUMS INC. ©
Dynaflo motor filter with silent magic-magnet drive. On folding carton. © 20Jul65; KK191837.

Economy aquarium sets. Sheet. © 19Nov64; KK189353.

AQUATECH CORP. ©
Automatic Hydro-Spa, automatic water massage built right into your pool. Sheet. Appl. author: Frank M. Rule. © 12Oct65; KK191464.

AR-EX PRODUCTS CO. ©
The scientific standards upon which Ar-Ex hypo-allergenic cosmetics have been formulated. (In The Journal of the American Medical Assn., Sept. 20, 1965, p.58) Appl. author: Julius B. Kahn. © 20Sep65; KK190063.

ARIENS CO.
Sno-thro, 2 stage, self propelled, 4 forward speeds and reverse; facts manual. 1 v. © Ariens a.k.a. Ariens Co.; 30Jan65; KK191449.

ARIZONA BREWING CO., INC. ©
Lancers A-1 beer. Net contents: 12 fluid ounces. Sticker. Appl. author: Color Research Institute. © 10Oct62; KK190647.

ARMOUR & CO. ©
Beefsteak sweepstakes; Dash dog food. (In Ladies' home journal, Apr. 1965, p.37) © 30Mar65; KK189537.

ARNOLD BAKERS, INC. ©
Enriched Arnold French sesame rolls; separate rolls, keep apart; net wt. 5 1/4 ozs. On bag. © 20May65; KK189129.

Giraffe; net wt. 1 1/2 pounds. On bag. © 6Aug65; KK189676.

Golden egg toasting muffins; net wt. 8 ozs. On folding carton. © 28Jun65; KK189293.

Old fashioned lemon large cookies; net weight 8 ounces. On bag. © 17Jul65; KK189320.

Peasen, an exciting peanut tidbit from Japan; net wt. 4 ozs. On bag. © 21Jun65; KK189677.

ARO-DRESSEL FOODS CORP. ©
False Face orange drink; one half gallon liquid. [Pumpkin face] On folding carton. © 18Oct65; KK191352.

False Face orange drink; one half gallon liquid. [Witches face] On folding carton. © 18Oct65; KK191351.

ARONHIME, SAMUEL I. See LANKEY SEZ CO.

ASSOCIATED TESTING LABORATORIES, INC. ©
Be the boss of Little Giants; self service car wash. Folder. © 27Apr65; KK188884.

ATLAS SUPPLY CO. ©
The round tire; Plycron. (In Life, Sept. 17, 1965, p.115) © 13Sep65; KK190045.

Why the round tire rolls further; Plycron. (In Life, July 23, 1965, p.15) © 19Jul65; KK189343.

AURORA PLASTICS CORP. ©
The bride of Frankenstein all plastic assembly kit. See UNIVERSAL PICTURES CO., INC.

The Gold Knight of Nice, all plastic assembly kit; no.475. On wrapper. © 4Aug65; KK191446.

'37 Packard ambulance meat wagon, all plastic assembly kit; kit no.662-79. On wrapper. © 26Aug65; KK191679.

Pontiac GTO, 1/32 scale all plastic assembly kit; kit no.664-79. On wrapper. © 3Nov65; KK191680.

AUSTIN, NICHOLS & CO., INC. ©
As long as you're up, get me a Grant's. [Man in ski clothes wearing turtle neck sweater] (In Newsweek, Nov. 23, 1964, p.29) © 17Nov64; KK191692.

As long as you're up, get me a Grant's. [Man seated by fireplace] (In The New Yorker, Apr. 10, 1965, p.159) © 8Apr65; KK191689.

As long as you're up, get me a Grant's. [Man seated in rattan chair] (In The New Yorker, May 1, 1965, p.163) © 29Apr65; KK191690.

As long as you're up, get me a Grant's. [Woman holding stamp album] (In The New York times magazine, Apr. 25, 1965, p.40) © 25Apr65; KK191691.

AVA CO. ©
Tastee-Freez; one quart liq. On cup. © 9Apr65; KK189618.

AVIS, INC. ©
When your client calls Avis direct, Avis keeps your commission; rent a car system. (In Official steamship guide, June 1965, p.2 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 29May65; KK190357.

AVIS RENT A CAR SYSTEM, INC. ©
Avis figures a car is good for 20,000 miles. (In The New York times, June 21, 1965, p.L-15) Appl. author: Doyle Dane Bernbach, Inc. © 21Jun65; KK189164.

Avis is only no.2, but we don't want your sympathy. (In Time, Dec. 3, 1965, p.47) Appl. author: Doyle Dane Bernbach, Inc. © 1Dec65; KK191790.

Avis made a bet 9 months ago; so far it's cost us $46. (In Time, Oct. 8, 1965, p.75) Appl. author: Doyle Dane Bernbach, Inc. © 6Oct65; KK190743.

No.2ism, the Avis manifesto. (In Time, Nov. 5, 1965, p.111) Appl. author: Doyle Dane Bernbach, Inc. © 3Nov65; KK191349.

The writer of this ad rented an Avis car recently; here's what I found. (In Time, Sept. 24, 1965, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 22Sep65; KK190352.

AVON PRODUCTS, INC. ©
Avon cares for all your family. [Scenes of family life] (In McCall's, June, 1965, p.49) Appl. author: Monroe F. Dreher, Inc. © 20May65; KK190592.

Avon creates a beautiful new fragrance, Unforgettable. (In Ladies' home journal, Oct., 1965, p.25) Appl. author: Monroe F. Dreher, Inc. © 28Sep65; KK190593.

Avon creates a beautiful new fragrance, Unforgettable. [Woman in evening dress] (In Vogue, Oct. 15, 1965, p.51) Appl. author: Monroe F. Dreher, Inc. © 15Oct65; KK190595.

Avon for men. (In Look, Nov. 16, 1965, p.19) Appl. author: Monroe F. Dreher, Inc. © 2Nov65; KK191295.

Avon's fashion fragrances match whatever you're wearing or doing, or wishing to be; splash spray cream dust. (In McCall's, Sept. 1965, p.189) Appl. author: Monroe F. Dreher, Inc. © 24Aug65; KK190775.

Avon's new children's gifts for use, for play, for a jolly holiday. [Scenes with children using products] Mr. Many Moods. (In McCall's, Oct., 1965, p.53) Appl. author: Monroe F. Dreher, Inc. © 21Sep65; KK190594.

Creative decanters add spirit to a man's grooming. (In Life, Oct. 22, 1965, p.24) Appl. author: Monroe F. Dreher, Inc. © 15Oct65; KK191294.

Traditionally Christmas, gifts by Avon for all the family. [Family group, Christmas tree in background] (In Good housekeeping, Oct., 1965, p.153) Appl. author: Monroe F. Dreher, Inc. © 17Sep65; KK190596.

Trust Avon to know what father likes best. Avon Spicy after shave lotion. (In Look, May 18, 1965, p.20) Appl. author: Monroe F. Dreher, Inc. © 4May65; KK190591.

B

BACARDI IMPORTS, INC. ©
Introductory post-off, $1.50 per case; now you can sell great daiquiris and Bacardi cocktails. (In Beverage media, metropolitan ed., Aug. 1965, p.2 of cover) Appl. author: Ross Roy, Inc. © 23Jul65; KK189319.

It's good old Thanksgiving eggnog time again, and here's how to make it in minutes. [Elves around bowl of eggnog] (In Life, Nov. 19, 1965, p.130) Appl. author: Ross Roy, Inc. © 15Nov65; KK191243.

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Now you can sell great daiquiris and Bacardi cocktails made by the people who invented both of them; the only bottled cocktails made with Bacardi rum. (In New Jersey beverage journal, Aug. 1965, p.3 of cover) Appl. author: Ross Roy, Inc. © 3Aug65; KK189849.

Now you can serve great daiquiris and Bacardi cocktails made by the people who invented both of them. (In Boston herald, July 23, 1965, p.4) Appl. author: Ross Roy, Inc. © 22Jul65; KK189283.

This is how the daiquiri was invented; new, new. (In Life, Oct. 8, 1965, p.32) Appl. author: Ross Roy, Inc. © 4Oct65; KK190444.

BACARDI IMPORTS, INC. MALTA HATUEY DIVISION. ©

A botar los abridores. (In El Diario-la prensa, Nov. 19, 1965, p.16) Appl. author: Ross Roy, Inc. © 19Nov65; KK191694.

Gigante, por que es la Malta Hatuey conocida como la malta de los campeones? (In El Diario-La prensa, Oct. 8, 1965, p.12) Appl. author: Ross Roy, Inc. © 8Oct65; KK190435.

Malta Hatuey me ayudara a crecer, Gigante? Si, Paquito, mas alto que tu papa. (In El Diario-la prensa, Nov. 5, 1965, p.10) Appl. author: Ross Roy, Inc. © 5Nov65; KK191116.

Por qué es Malta Hatuey diferente a las otras maltas, Gigante? Hatuey es extra nutritiva y mucho más sabrosa, Paquito. (In El Diario-la prensa, Sept. 10, 1965, p.14) Appl. author: Ross Roy, Inc. © 10Sep65; KK190009.

Por qué es Malta Hatuey la mejor, Gigante? (In El Diario-la prensa, Aug. 13, 1965, p.9) Appl. author: Ross Roy, Inc. © 13Aug65; KK189522.

BADGER PAPER MILLS, INC. ©

Freshrap sno-white waxed paper; 100 feet. On folding carton. NM: revision & additions. © 16Sep65; KK190210.

BAGCRAFT CORP. OF AMERICA. ©

Babka, the cake delicious. Slavic girl design. On bag. © 29Apr60; KK190401.

Delicious, fresh, the treat's in me. On bag. Appl. author: Janice Meister. © 5Nov56; KK191189.

French bread. Eiffel Tower & flower cart design. On bag. © 16Aug63; KK189543.

Fresh bakery. Daisy design. On bag. © 20Oct61; KK190385.

Fresh, butter maid bakery. On bag. © 18Apr63; KK189955.

Fresh delicious donuts. On bag. © 7Dec62; KK190678.

George Cohen's Pleasantdale bake shop. (Alps, kiosk and flower cart design) On bag. © 26Apr61; KK189954.

Hearty appetite; to help you ... we send it to you in this new Dubl-Wax carry out bag. © 21Dec62; KK190360.

Longfellow hot dog. On bag. © 13Dec60; KK190363.

BAGDASARIAN, ROSS. ©

Chipmunks a go-go; Alvin, Simon & Theodore with David Seville; LRP-3421. Record sleeve. © 14Sep65; KK190042.

BAIT BUCKETS, INC. ©

Tip Top worm bucket. Sticker. © 1Jul65; KK190117.

BALE PIN CO. ©

Fund raiser jewelry. 5 p. NM: additions. © 22Sep65; KK190264.

BALL BROS. CO., INC. ©

New, smart, lovely; quilted crystal jelly glasses ... and jelly jars. (In Alexandria daily town talk, June 2, 1965, p.19) Appl. author: Applegate Advertising Agency, Inc. © 2Jun65; KK189443.

This is why General Foods teamed up with Ball; quilted crystal slip top jelly glasses. (In The Voluntary and cooperative groups magazine, June 1965, p.7) Appl. author: Applegate Advertising Agency, Inc. © 5Jun65; KK189451.

This is why more women buy Ball mason jars than any other kind. (In The Budget, Sugarcreek, Ohio, July 22, 1965, p.2) Appl. author: Applegate Advertising Agency, Inc. © 22Jul65; KK189360.

Visalia women love Ball GlamourGlas; new quilted crystal jelly glasses. (In Visalia times-delta, July 14, 1965, p.12) Appl. author: Applegate Advertising Agency, Inc. © 14Jul65; KK189357.

Your love affair with quilted crystal jelly glasses. (In California grange news, May 30, 1965, p.4 of cover) Appl. author: Applegate Advertising Agency, Inc. © 25May65; KK189692.

BANAN-ZA PRODUCTS, INC. ©

Banan-Za, they're real bananas with chocolate flavored coating & cashew nuts; 4 delicious nutritious treats; minimum net weight 3 oz. each. On wrapper. © Banan-Za a.a.d.o. Banan-Za Products, Inc.; 15Apr65; KK190408.

BANK OF AMERICA, NATIONAL TRUST & SAVINGS ASSN., SAN FRANCISCO.

Man-on-the-spot in Antwerp, Antwerp's Grote Markt. (In Business week, July 24, 1965, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings (in notice: Bank of America, National Trust & Savings Assn.); 24Jul65; KK189669.

Man-on-the-spot in Istanbul. Illus.: University of Istanbul. (In Business week, Aug. 21, 1965, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings (in notice: Bank of America, National Trust & Savings Assn.); 21Aug65; KK191519.

Man-on-the-spot in Managua. Illus.: Managua's Avenida Central. (In Business week, Feb. 6, 1965, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings (in notice: Bank of America, National Trust & Savings Assn.); 6Feb65; KK188945.

Man-on-the-spot in Nairobi, the Royal College in Nairobi. (In Business week, June 26, 1965, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings (in notice: Bank of America, National Trust & Savings Assn.); 26Jun65; KK189670.

Man-on-the-spot in Nassau. Illus.: Rawson Square, Nassau. (In Business week, Oct. 16, 1965, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings (in notice: Bank of America, National Trust & Savings Assn.); 16Oct65; KK191520.

Man-on-the-spot in Sydney. Illus.: Sydney Harbour Bridge. (In Business week, Mar. 6, 1965, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings (in notice: Bank of America, National Trust & Savings Assn.); 6Mar65; KK188946.

Man-on-the-spot in Taipei. Illus.: Taiwan National Historical Museum, Taipei. (In Business week, May 1, 1965, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings (in notice: Bank of America, National Trust & Savings Assn.); 1May65; KK188948.

Man-on-the-spot in Tunis. Illus.: Djamaa Sitouna Street, Tunis. (In Business week, Apr. 3, 1965, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings (in notice: Bank of America, National Trust & Savings Assn.); 3Apr65; KK188947.

BANKER (R. C.) & CO. ©

Fun for everyone; 12 hour family day. Sheet. © 10Jun65; KK189145.

Sensational $000,000 savings; stock reduction. Sheet. © 10Jun65; KK189146.

Stop for the big bargains; good old summertime tent sale. Sheet. © 1Jun65; KK189147.

3 day warehouse. Sheet. © 10Jun65; KK189148.

BANKERS TRUST CO., NEW YORK.

Complete, reliable banking service in the Far East through the facilities of Bankers Trust Company. (In The New York times, Jan. 18, 1965, p.48) Appl. author: West, Weir & Bartel, Inc. © Bankers Trust Co., 18Jan65; KK189944.

Free, this valuable first-aid travel kit is yours free when you get a low-cost automobile loan at Bankers Trust. (In Daily news, New York, Apr. 2, 1965, p.90) Appl. author: West, Weir & Bartel, Inc. © Bankers Trust a.a.d.o. Bankers Trust Co.; 2Apr65; KK189946.

If you're doing business in Australia, Bankers Trust Company's new economic report may be useful to you. (In The Wall Street journal, Apr. 13, 1965, p.8) Appl. author: West, Weir & Bartel, Inc. © Bankers Trust Co.; 13Apr65; KK189947.

Now Bankers Trust Company provides new service in the Middle East. (In The New York times, Apr. 14, 1965, p.59) Appl. author: West, Weir & Bartel, Inc. © Bankers Trust a.a.d.o. Bankers Trust Co.; 14Apr65; KK189948.

We can't take you on a safari or on a search for the hidden treasures of lost civilizations. (In The New York times, Jan. 25, 1965, p.64) Appl. author: West, Weir & Bartel, Inc. © Banker Trust Co.; 25Jan65; KK189945.

BAREFOOT, BOYD E. ©

Bull in a basket. Sheet. © 11Apr65; KK188951.

BARNES, BARRY P. ©

Tutortest envelope. Appl. authors: Barry P. Barnes & A. Gordon Brenckle. © 11Dec65; KK191757.

BARTON'S CANDY CORP. ©

Americana favorites, chocolates; net weight 1 lb. avoir. [Rows of houses] On wrapper. © 8Nov65; KK191331.

Cherry crush, soft center hard candies; 14 oz. net avoir. On folding carton. © 14Jun65; KK189292.

Liquid mints; 14 oz. net avoir. On folding carton. © 14Jun65; KK189291.

Toffee loves; 12 oz. net avoir. On folding carton. © 14Jun65; KK188926.

BASCOM'S FOOD PRODUCTS, INC. ©

Chicken seasoning; 3 3/4 oz. Sticker. © 14Oct65; KK191021.

Egg seasoning; 3 3/4 oz. Sticker. © 14Oct65; KK191025.

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Fish seasoning; 3 1/4 oz. Sticker. © 140ct65; KK191029.
Fried potato seasoning; 4 oz. Sticker. © 140ct65; KK191024.
Hamburger seasoning; 3 3/4 oz. Sticker. © 140ct65; KK191027.
Lamb seasoning; 2 1/2 oz. Sticker. © 140ct65; KK191026.
Picnic sauce; 5 fl. oz. Sticker. © 180ct65; KK191030.
Pizza-Spaghetti seasoning; 2 1/4 oz. Sticker. © 140ct65; KK191023.
Pork seasoning; 2 3/4 oz. Sticker. © 140ct65; KK191018.
Roast beef seasoning; 3 1/4 oz. Sticker. © 140ct65; KK191020.
Salad seasoning; 4 oz. Sticker. © 140ct65; KK191019.
Steak seasoning; 4 oz. Sticker. © 140ct65; KK191028.
Vegetable seasoning; 4 oz. Sticker. © 140ct65; KK191022.

BASS BOATS, INC. ©
The design with the fisherman in mind; Terry Bass boats. Folder. Appl. author: John Barnard. © 120ct65; KK191281.

BATES FABRICS, INC. ©
And first in the hearts of the country's women. (In House & garden, Jan. 1965, p.27) Appl. author: Gumbinner-North Co. © 17Dec65; KK191433.
Bates wants to convert you to the finest cotton/synthetic blends. (In Daily news record, May 19, 1965, p.28) Appl. author: Gumbinner-North Co. © 19May65; KK191431.
Get that nice warm feeling. (In The New York times magazine, May 2, 1965, p.63) Appl. author: Gumbinner-North Co. © 2May65; KK191436.
Supersize and super-beautiful, the Flambé Collection by Bates. (In House & garden, Sept. 1965, p.35) Appl. author: Gumbinner-North Co. © 17Aug65; KK191437.
Take back your castles in Spain, I told him. Flamenca ad. (In The New Yorker, Mar. 27, 1965, p.94) Appl. author: Gumbinner-North Advertising Agency. © 25Mar65; KK191435.
Where else can you get all this in bedspreads? [Black & white ports. of women] (In Department store economist, Apr. 1965, p.2 of cover) Appl. author: Gumbinner-North Co. © 31Mar65; KK191434.
Where else can you get all this in bedspreads? [Color ports. of women] (In Daily news record, Apr. 14, 1965, insert between p.6-7) Appl. author: Gumbinner-North Co. © 14Apr65; KK191432.

BAUER, JACK. ©
Slenderline, No-Doc filter tip cigarettes, de luxe, king size. Sheet. © 27Aug65; KK189873.
What the world is raving about, the inside story of the year, Lord No-Doc and Lady Nicotine. (No-Doc cigarette style inhaler) Sheet. © 15Mar65; KK189639.

BEAR EQUIPMENT & SERVICES, LTD. ©
The facts of life make Bear signs everywhere; get your free instant steering checkup today. (In Life, Apr. 2, 1965, p.122) Appl. author: Stevens, Kirkland, Stabelfeldt, Inc. © 2Apr65; KK189091.

BEAR MANUFACTURING CO.
Should a lady bother while shopping about getting a free steering checkup for her car? (In Life, Apr. 2, 1965, p.122) Appl. author: Stevens, Kirkland, Stabelfeldt, Inc. © 2Apr65; KK189092.

BEATRICE FOODS CO. ©
Meadow Gold Poncho Punch, fiesta fruit drink; one half gallon liquid. On folding carton. © 16Jun65; KK190046.

BEECH-NUT LIFE SAVERS, INC. ©
Yipes Stripes TV coloring book. 1 v. © 1Apr65; KK188885.

BEISTLE CO. ©
Bridesmaid centerpiece. (Bridesmaid header) Folder. (Mfgrs. no.5589) © 1Sep65; KK191228.

BEL-AIR POOLS, INC. ©
Enter the world of family fun at Bel-Air; find out for yourself why a top quality pool table in your home. (In The Detroit news, Oct. 31, 1965, advertising section insert, p.1-8) Appl. author: Michael P. Glime. © 310ct65; KK191167.

BELDEN MANUFACTURING CO. ©
Electronic wire. 26 p. (Catalog 865) NM: revisions & additions. © 21Apr65; KK189118.

BELL ENTERPRISES, INC. ©
Funnystone; very colorful and cute, suitable for nik-nak shelves and desk tops. Originated by Ben Samberg. Card. © 8May64; KK189100.

BELL GLASS & MIRROR CO. ©
How to prevent pilferage and accidents at a glance. Folder. NM: additions. © 110ct65; KK190556.

BELMONT DISTILLING CO. ©
Belmont bourbon rings the bell for lightness and mildness; taste the difference that quality makes. (In Sioux City Journal, Sept. 20, 1965, p.6) Appl. author: Otto Kleppner. © 20Sep65; KK191633.

BENNETT, NORMAN. ©
Take a break, play Tab. Sheet. © 12Sep64; KK189246.

BERGENS, BILL. ©
Instant-Swim; a teaching device for swimming complete with simple instructions. On folding carton. © 12May65; KK190211.

BERTON PHOTOSTAMP CO. ©
Letter to dad. (In Boulder daily camera) © Berton T. Gobble d.b.a. Berton Photostamp Co.; 2May65; KK188897.

BEVERAGE MASTER COFFEE CO. ©
Now, fresh coffee automatically, Beverage Master coffee brewer. Sheet. Appl. author: Donald L. Freese. © 1Dec65; KK191654.

BIG DRUM, INC. ©
4 ice cream Christmas trees; net contents 10 fl. oz. On folding carton. © 6Nov64; KK189679.
4 Tropic Mist fruit flavored water ice; net contents 4 cups, 6 fl. oz. each. On folding carton. © 12May65; KK189581.
6 pack Fudgee Crunch cones; 6 individually wrapped cones, 3 fl. oz. each. On folding carton. © 19Mar65 KK189584.
6 pack Sundae Saber; net contents: 6 Sundae Sabers, 3 fl. oz. each. On folding carton. © 4May65; KK189583.
Three flavored Buried Treasure; 6 pak; net contents: 4 1/2 fl. oz. each. (6-pak three flavor Buried Treasure) On folding carton. © 10May65; KK189582.

BISHOP (HAZEL) INC. ©
This is the brush that puts on the blush; Brush 'n Blush. (In Glamour, Mar. 1965, p.93) © 19Feb65; KK190134.
This is the look; lighter-than-air; Spun Satin, the first whipped make-up. (In Vogue, Apr. 1, 1965, p.58-59) © 1Apr65; KK190125.

BLACK KNIGHT SILA, LTD. ©
The mixologist's dream. Sheet. © 20Aug65; KK190630.

BOAKA KOMPANIYA. ©
Hold it; Samovar vodka in the new easy pour half gallon bottle. (In Columbia record, Aug. 20, 1965, p.4-A) © 20Aug65; KK190306.

BOAR'S HEAD INN. ©
See seven top travel attractions of the southeast from your base at Boar's Head. Helen C. Milius, writer. 1 v. Appl. author: Boar's Head Inn, employer for hire. © 27Apr65; KK189412.

BOLS (ERVEN LUCAS) DISTILLING CO. ©
Let's go Dutch. Bols liqueurs. Sheet. © 15Sep65; KK190614.

BONAVENTURA, ANTHONY. ©
Apollo. Sheet. © 2May65; KK189989.
Gemini. Sheet. © 2May65; KK189990.
Mercury. Sheet. © 2May65; KK189988.
Mercury Parade. Sheet. © 2May65; KK189987.
Satellite Four. Sheet. © 2May65; KK189984.
Satellite Five. Sheet. © 2May65; KK189983.
Satellite Six. Sheet. © 2May65; KK189986.
Satellite Seven. Sheet. © 2May65; KK189985.

BONNE BELL, INC. ©
Soap? Nope; new Bonne Bell Ten-O-Six cleansing bar clears the way to honest skin. (In Beauty fashion, Aug. 1965, p.129) Appl. author: Chirurg & Cairns, Inc. © 6Aug65; KK189523.
This is honest skin, have it with Bonne Bell Ten-O-Six lotion. (In Beauty fashion, July 1965, p.38) Appl. author: Chirurg & Cairns, Inc. © 9Jul65; KK189484.
This is honest skin, have it with Bonne Bell Ten-O-Six lotion. (In Seventeen, July 1965, p.2 of cover) Appl. author: Chirurg & Cairns, Inc. © 29Jun65; KK188847.
This is honest skin; have it with Bonne Bell Ten-O-Six Lotion. (In Teen, Nov., 1965, p.7) Appl. author: Chirurg & Cairns, Inc. © 200ct65; KK190728.

BOOS (HENRY P.) DENTAL LABORATORIES, INC. ©
How Boos E-Factor crowns and bridges complement your restorative service. (In Oral hygiene, Nov. 1965, p.110-111) Appl. author: William B. Boos. © 3Nov65; KK191340.
This restoration was processed by the new Boos multi-matic casting technique. Folder. Appl. author: William S. Deshler. © 30Jun65; KK189290.
Ultimate in esthetics, yours with Boos E-factor ceramic service. (In Oral hygiene, Sept. 1965, p.26-27) Appl. author: William B. Boos. © 3Sep65; KK190050.

BORDEN CO.
Eagle brand magic milk sweetened condensed. © 28Feb38; Label 51263. Borden Co. (P); 3Dec65; R374877.
Impossible in any form when prescribing Mull-Soy. Folder. © 70ct65; KK190785.
Methakote helps put out the fire of diaper rash. [Scale models of fire engine & building; post card]

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Col. reproduction of photo. (Fire engines, matchbox series) © Borden Co.; 15Sep65; K75305.

New low prices; prices slashed on Borden's a la carte freeze-dry dinners. (In The Times union, Rochester, N. Y., Nov. 10, 1965, p.14E) Appl. author: Neeham, Harper & Steers, Inc. © 10Nov65; KK191382.

BORG-WARNER CORP. ©
The great engineers of Borg-Warner have built a battery of pumps that can move almost twice as much water as flows over the American Falls at Niagara. (In U. S. news & world report, Nov. 1, 1965, p.100, 101) © 250ct65; KK190973.

How much cold does it take to cool off the world's largest building? (In Time, Sept. 3, 1965, p.32-33) © 31Aug65; KK190190.

Meet the latest shape in ice, you'll never have to wrestle an ice tray again ... automatic ice maker. (In U. S. news & world report, July 12, 1965, p.18-19) © 5Jul65; KK189905.

Spinning, sliding and skidding around on slippery roads is pretty scary. (In The Wall street journal, Oct. 6, 1965, p.7) © 60ct65; KK190974.

BOTANY INDUSTRIES, INC. SEA & SKI CO. See SEA & SKI CO.

BOTTO, ANTONY ALAN. See SEMAPHORE RECORDING CO.

BOUTIQUES ELIZABETH.
Stolen from; trim to fit records. Sticker. © Elizabeth S. Knight & Muriel S. Rich d.b.a. Boutiques Elizabeth; 28May65; KK189093.

BRADFUTE CORP. ©
Giant cash give away, play easy-cash with Giant Food King stores. (In The Fresno guide, June 3, 1965, p.4C-5C) © 3Jun65 (in notice: 1964); KK189623.

BRADLEY (MILTON) CO. ©
Fireball XL5 game. See INDEPENDENT TELEVISION CORP.

Phonetic word analyzer; 7507. Card. © 9Feb65; KK189255.

Symbols for the new mathematics; 7810. On box. © 6Jan64; KK190297.

Voyage to the bottom of the sea. See CAMBRIDGE PRODUCTIONS, INC.

BRECK (JOHN H.), INC. ©
Don't wash the daylights out of your hair; shampoo the daylight in with Breck. [Port. of girl in square-neck dress] (In Senior scholastic, May 15, 1964, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 15May64; KK190663.

Don't wash the daylights out of your hair; shampoo the daylight in with Breck. [Port. of girl in turtle neck] (In Co-ed, Feb., 1964, p.53) Appl. author: Young & Rubicam, Inc. © 20Jan64; KK190662.

So fine your hair will hardly know it's there, but your hair-do will, Breck Hair Set Mist. (In True story, June, 1964, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 4May64; KK190668.

So fine your hair will hardly know it's there, but your hair-do will; Breck Hair Set Mist. [Man in sweater, girl in blouse] (In Co-ed, Apr., 1964, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 20Mar64; KK190669.

So fine your hair will hardly know it's there, but your hair-do will; Breck Hair Set Mist. [Man in sweater, girl in dress] (In True story, Feb., 1964, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 4Jan64; KK190670.

This time, don't over-clean your hair; shampoo it gently, thoroughly, with Breck. [Port. of girl in printed round collar blouse] (In Co-ed, Apr., 1964, p.22) Appl. author: Young & Rubicam, Inc. © 20Mar64; KK190666.

This time, don't over-clean your hair; shampoo it gently, thoroughly, with Breck. [Port. of girl in turtle neck top] (In Good housekeeping, Aug., 1964, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 21Jul64; KK190664.

This time, don't over-clean your hair; shampoo it gently, thoroughly, with Breck. [Port. of girl in V-neck dress] (In Family circle, Mar., 1964, p.107) Appl. author: Young & Rubicam, Inc. © 18Feb64; KK190667.

This time, don't over-clean your hair; shampoo it gently, thoroughly, with Breck. [Port. of girl wearing pearl necklace] (In Family circle, Sept., 1964, p.4) Appl. author: Young & Rubicam, Inc. © 18Aug64; KK190665.

BRISTOL-MYERS CO. ©
Announcing new Softique beauty bath oil; save 15¢, clip this coupon now. (In TV guide, July 10, 1965, p.2-3) Appl. author: Needham, Harper & Steers, Inc. © 7Jul65; KK189048.

Bristol-Myers announces new Ipana Durenamel, the extra decay preventive toothpaste. (In Times, Indianapolis, June 2, 1965, p.28) Appl. author: Needham, Harper & Steers, Inc. © 2Jun65; KK189002.

Bristol-Myers announces the year of the big 3; Resolve seltzer tablet. (In Chain store age, Nov. 1965, p.19-22) Appl. author: Ogilvy, Benson & Mather, Inc. © 250ct65; KK191358.

Build bigger profts, cash in on this big Ipana Durenamel deal. (In Profitunities, July 1965, p.64) Appl. author: Needham, Harper & Steers, Inc. © 1Jul65; KK189049.

Hey, three are for free; Mum spray deodorant. (In Drug topics, June 28, 1965, p.29) Appl. author: Grey Advertising, Inc. © 28Jun65; KK189786.

It's a steal; Vitalis. (In American hairdresser-barbers journal 1965 convention daily, Aug. 15, 1965, p.29) Appl. author: Needham, Harper & Steers, Inc. © 15Aug65; KK189764.

Nodoz, keep alert mints; 10 mints. Sticker. © 19Jun65; KK190848.

Pick-off extra profits with America's no.1 hair groom. (In Men's hair-stylist & barber's journal, Aug. 1965, p.41) Appl. author: Needham, Harper & Steers, Inc. © 23Jul65; KK189713.

Save 8¢ on your next tube of new Ipana Durenamel toothpaste. (In TV guide, Aug. 7, 1965, p.3) Appl. author: Needham, Harper & Steers, Inc. © 4Aug65; KK189489.

To introduce new Mum roll-on, we're giving some away. (In Drug topics, May 17, 1965, p.11) Appl. author: Grey Advertising, Inc. © 17May65; KK189785.

BROADVIEW BAKING CO. ©
Mr. D's almond crescents; net weight 8 oz. On wrapper. Appl. author: John Doubek. © 18Jun65; KK189241.

BROCK CANDY CO. ©
Imperial chocolate covered vanilla cremes; net weight 1 lb. 6 oz. © 1Sep64; KK189407.

BROLITE CO., INC. ©
Bro-Whip, a vegetable product. (In The Bugle, Niles, Ill., Aug. 12, 1965, p.6) © 12Aug65; KK189706.

BRONSON ENTERPRISES, INC. TOUCHÉ RECORDS. See TOUCHÉ RECORDS.

BROOKSIDE PRESS, INC. ©
Home sewing problem? Ely & Walker solves it with Brookside Press snag-tag. (In Women's wear daily, Oct. 19, 1965, p.34) © 190ct65; KK191090.

BROWN & WILLIAMSON TOBACCO CORP. ©
Taste extra coolness as you smoke; Kool filter kings. [Couple seated on ground near waterfalls] (In Life, Oct. 1, 1965, p.R5) Appl. author: Ted Bates & Co., Inc. © 27Sep65; KK191108.

Taste extra coolness as you smoke; Kool filter kings. [Couple seated on rocks by waterfalls] (In The Saturday evening post, Sept. 25, 1965, p.83) Appl. author: Ted Bates & Co., Inc. © 14Sep65; KK191109.

Taste extra coolness as you smoke; Kool filter kings. (In Ebony, Oct. 1965) Appl. author: Ted Bates & Co., Inc. © 21Sep65; KK190441.

Taste extra coolness as you smoke; Kool filter kings. [Man standing & woman seated on rocks by waterfalls] (In Look, Oct. 19, 1965) Appl. author: Ted Bates & Co., Inc. © 50ct65; KK191112.

Viceroy's got the filter for the taste that's right; Viceroy filter tip cigarettes. Man & woman holding puppies. (In Life, Mar. 5, 1965) Appl. author: Ted Bates & Co., Inc. © 1Mar65; KK189026.

Viceroy's got the filter for the taste that's right; Viceroy filter tip cigarettes. [Man washing dog] (In Ebony, Nov. 1965, p.100) Appl. author: Ted Bates & Co., Inc. © 210ct65; KK191660.

Viceroy's got the filter for the taste that's right; Viceroy filter tip cigarettes. Men sitting in ballpark (In Life, Apr. 2, 1965) Appl. author: Ted Bates & Co., Inc. © 29Mar65; KK189027.

What makes Viceroy the right one; Viceroy filter tip cigarettes. [Man & woman] (In Life, Nov. 12, 1965, p.69) Appl. author: Ted Bates & Co., Inc. © 8Nov65; KK191662.

BROWN-FORMAN DISTILLERS CORP. ©
Add sparkle to the 4th with the brightest taste in bourbon; Old Forester. (In The Washington post and times herald, June 29, 1965, p.C1) Appl. author: Gardner Advertising Co., Inc. © 29Jun65; KK189492.

A bright idea for Labor Day, enjoy the brightest taste in bourbon; Old Forester. (In The Washington post and times-herald, Aug. 31, 1965, p.C1) Appl. author: Gardner Advertising Co., Inc. © 31Aug65; KK190372.

The brightest taste in bourbon lights the way to bigger profits; Old Forester. (In Liquor store, June 1965, p.31) Appl. author: Gardner Advertising Co., Inc. © 1Jun65; KK189959.

Enjoy the brightest taste in bourbon; Old Forester. (In Sports illustrated, June 21, 1965, p.2 of cover) Appl. author: Gardner Advertising Co., Inc. © 21Jun65; KK189497.

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BROWN-FORMAN DISTILLERS CORP.-Con.
Enjoy the brightest taste in bourbon; Old Forester. (In Town & country, May 1965, p.2 of cover) Appl. author: Gardner Advertising Co. © 1May65; KK189476.

Now, Old Forester in the new easy to handle half gallon. (In Chicago sun-times, Sept. 24, 1965, p.91) Appl. author: Gardner Advertising Co., Inc. © 24Sep65; KK190434.

President's Choice whiskey, only $1,200. (In The New York times, Nov. 19, 1965, p.7) Appl. author: Gardner Advertising Co., Inc. © 19Nov65; KK191487.

There is only one king; King blended whisky. (In Buffalo courier express, July 14, 1965, p.27) Appl. author: Gardner Advertising Co., Inc. © 14Jul65; KK190059.

BROYHILL CO. ©
The Broyhill line; 20th season; tractor and trailer mounted sprayers. 1 v. NM: revisions & additions. © 1May65; KK189693.

BRUNER CORP. ©
Water conditioning equipment for the home. 1 v. (looseleaf) (Catalog 2-650) © 1Mar65; KK190907.

BRUNNER, ROBERT E. ©
Human eyes deserve the best; record of optical quality. Folder. © 16Sep65; KK190379.

BRUNSWICK CORP. KIEKHAEFER CORP. See KIEKHAEFER CORP.

BUILDERS & REMODELERS, INC. ©
Mr. & Mrs. Home Owner, please keep these numbers, 4 and 8, right by your telephone. Folder. Appl. author: O. E. Wadenstein. © 220ct65; KK191031.

BULLARD (E. D.) CO. ©
Disposable hood, originally developed for hot radiation work. Sheet. © 120ct65; KK190760.

BULOVA WATCH CO., INC. ©
Accutron doesn't tick. (In Newsweek, Aug. 16, 1965, p.47) Appl. author: Doyle Dane Bernbach, Inc. © 13Aug65; KK189757.

Accutron doesn't tick; if it ticked, it would probably be wrong. [Man holding watch to ear] (In Ebony, Nov., 1965, p.173) Appl. author: Doyle Dane Bernbach, Inc. © 280ct65; KK190900.

Accutron doesn't tick; if it ticked, it would probably be wrong. [Man holding watch to ear] (In Scientific American, Nov., 1965, p.119) Appl. author: Doyle Dane Bernbach, Inc. © 280ct65; KK190901.

The Accutron story. [Balance wheel, tuning fork & watch] (In Newsweek, Sept. 13, 1965, p.1) Appl. author: Doyle Dane Bernbach, Inc. © 10Sep65; KK190604.

All the parts that make a watch fast or slow have been left out of the Accutron movement. (In Official World's Fair guide book 1965, p.128-129) Appl. author: Doyle Dane Bernbach, Inc. © 14Apr65; KK189577.

Betting on Accutron time isn't ethical but do it anyway. (In Scientific American, Sept., 1965, p.31) Appl. author: Doyle Dane Bernbach, Inc. © 27Aug65; KK190602.

I have been very happy since I bought Accutron. (In Ebony, June 1965, p.41) Appl. author: Doyle Dane Bernbach, Inc. © 28May65; KK189483.

I have been very happy since I bought Accutron. (In Yachting, May 1965, p.24A) Appl. author: Doyle Dane Bernbach, Inc. © 27Apr65; KK189755.

I was afraid to speak up, then I bought Accutron. (In Yachting, Apr. 1965, p.26) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar65; KK189756.

This alarm clock is for people who wake up not knowing what day it is; Caravelle calendar alarm clock. (In Seventeen, Aug. 1965, p.2) Appl. author: Doyle Dane Bernbach, Inc. © 28Jul65; KK189482.

Watch vs. Accutron, why they can't agree. (In Playbill, New York ed., Oct. 1965, p.18) Appl. author: Doyle Dane Bernbach, Inc. © 27Sep65; KK190764.

BURLESON (T. W.) & SON, INC. ©
Try Honeyshake and shimmy better. On wrapper. © 23Sep65; KK190343.

BURLINGTON INDUSTRIES. JAMES LEES & SONS CO. See LEES (JAMES) & SONS CO.

BURRELL BELTING CO. ©
Bakery belts by Burrell. Folder. (Bulletin no.164) Appl. author: Howard Gage. © 15Jul65; KK189189.

BUTCHER, JOHN R. See CORONET DESSERTS.

C

C. & H. TUFTING CORP. ©
Chemical action traps dirt at your door, Trackleen. Sheet. Appl. author: Perfect Fit Industries, Inc. © 14Jun65; KK189540.

C & P TELEPHONE CO. OF MARYLAND. ©
Cedric and Reggie. A reminder, eh? (In Baltimore sun, Aug. 24, 1965, p.B15) Appl. author: N. W. Ayer & Son, Inc. © 24Aug65; KK189748.

Cedric and Reggie, number 1 on your dial. (In Sun, Baltimore, Aug. 10, 1965, p.A-8) Appl. author: N. W. Ayer & Son, Inc. © 10Aug65; KK189960.

Cedric and Reggie, number 1 on your dial. [Two men talking] (In Baltimore sun, Sept. 14, 1965, p.B15) Appl. author: N. W. Ayer & Son, Inc. © 14Sep65; KK190657.

C & W CO. ©
Now, remove any wallcovering; Zipaway. Card. © 5Nov65; KK191296.

C. B. A. ASSOCIATES. ©
Make an adventure of your lunch hour; Tom Ross' Charcoal Hearth. (In The Washington post and times-herald, July 13, 1965, p.B-10) © 13Jul65; KK189110.

Seafood at the Charcoal Hearth. (In The Washington post & times herald, Aug. 31, 1965, p.C-8) © 31Aug65; KK189760.

CMP INDUSTRIES, INC. TICONIM. See TICONIUM.

CABOT CORP. ©
Cabot makes floor tiles just to test the performance of RF-1, its new plastic grade TiO_2, in actual plastic systems. (In Modern plastics, June 1965, p.146-147) © 7Jun65; KK189355.

CALANDRA, JOSEPH. ©
Help your loved ones to quit or cut down smoking; crusade for your health. (In South suburban news, Buffalo, Nov. 22, 1965) © 22Nov65; KK191335.

CAL-DAK INDUSTRIES, INC.
Exclusive Cal-Dak color coordinates, 5-piece hostess set; item no.1898. Card. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 1Aug65; KK189650.

Exclusive Cal-Dak color coordinates, 5-pc. Roll-a-Rack tray table set; item no.1440. Card. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 1Aug65; KK189651.

4 piece fabric in fiber glass hostess set; item no.1488. Card. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 14Jul65; KK189324.

4 piece king size hostess cart tray table set; item no.1878. Card. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o Cal-Dak Industries, Inc.; 14Jul65; KK189323.

5-pc. king size fabric in fiber glass Roll-A-Rack tray table set; item no.1240. Card. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 14Jul65; KK189325.

Packed to mail, easy to stock, another great Champion hose reel. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 20Sep65; KK190145.

Parabola 5 piece fiber glass folding table set; item no.3948. Card. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 14Jul65; KK189326.

CALIFORNIA OIL CO. ©
Free 1965 trip guide to Scenicland, U. S. A.; Chevron. Poster. © 5May65; KK189793.

CALVERT DISTILLERS CO. ©
The big gripper, soft whiskey's new half-gallon with the built-in grip and pourer. (In Chicago tribune, Aug. 20, 1965, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 20Aug65; KK191037.

For the 4th of July, even the price will be softened up on the half gallon of soft whiskey. (In The Columbia record, June 28, 1965, p.6B) Appl. author: Doyle Dane Bernbach, Inc. © 28Jun65; KK191346.

The more you drink soft whiskey the harder it gets to drink anything else. (In New York jets program, 1965 season, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 18Sep65; KK191040.

Soft whiskey doesn't pack a wallop, it packs a love tap. [Boxing glove & bottle] (In Portland evening express, Oct. 26, 1965, p.6) Appl. author: Doyle Dane Bernbach, Inc. © 260ct65; KK191769.

CAMBRIDGE PRODUCTIONS, INC.
Voyage to the bottom of the sea; 4 big puzzles; 4576. Milton Bradley Co. On wrapper. © Cambridge Productions, Inc. & Twentieth Century Fox Television, Inc.; 30Dec64; KK189767.

CAMP TRAILS. ©
High adventure bag. Card. Appl. author: Jack C. Abert. © 23Jun65; KK188855.

CAMPBELL (HARRY T.) SONS' CORP.
Winter coat your black top driveway now; protect and beautify it with Sakrete black top sealer. (In Buffalo evening news, Sept. 3, 1965, p.22) © Harry T. Campbell Sons' Corp. subsidiary of Flintkote Co., & Sakrete, Inc.; 3Sep65; KK191407.

CANNON, HERMES L. ©
Dualscope; the Dulascope can be used for inspection of lobster pots. Sheet. © 16Aug65; KK190010.

CAPITOL FEDERAL SAVINGS, DENVER.
This card certifies that ... is a Capitolist in good standing. Appl. author: Ekberg, De Groft & Hunter, Inc., employer for hire of Ed M. Hunter. © Capitol Federal Savings; 1Jun65; KK190180.

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Would you dare become a Capitolist? (In Rocky Mountain news) Appl. author: Ekberg, De Grofft & Hunter, Inc., employer for hire of Ed M. Hunter. © Capitol Federal Savings; 1Jun65; KK189097.

CAPITOL INVESTORS CO. ©
Genuine political hot air. On wrapper. © 5Aug65; KK189359.

CARGO'S CANDY, INC. ©
Your group can raise $2,275.00 selling Cargo's 50¢ chocolate bar; Cargo's chocolate, easy to sell. Sheet. © 1Sep65; KK190708.

CARLSON, GEORGE E., JR. See HAYES, GEORGE.

CARR ENTERPRISE.
Sounds around New Orleans; Holiday records. © William H. Carr d.b.a. Car Enterprise; 28May65; KK190283.
Sounds around New Orleans; JB-E 101. Record sleeve. Appl. author: William H. Carr. © Carr Enterprises & Holiday Records; 28May65; KK189099.

CARR GRAVITY-ELECTRODYNAMIC SYSTEMS.
Free energy through power gain energy transfer. Folder. © Otis T. Carr d.b.a. Carr Gravity-Electrodynamic Systems; 28Jun65; KK189065.

CASTLE & COOKE, INC. See DOLE CO.

CASTRO CONVERTIBLE CORP. ©
August clearance sale! [Sofas & chairs] (In The Washington post and times herald; Aug. 1, 1965, p.G-8) NM: additional pictorial material. © 1Aug65; KK191312.

CATERPILLAR TRACTOR CO. ©
Caterpillar quality hardware; superior quality grade 8 bolts. Sheet. © 290ct65; KK191406.
Cost of electricity mills/KWH. Sheet. © 3Nov65; KK191353.
Does every parts supplier stock both of these bolts? Folder. © 26Apr65; KK188935.
Quality parts exchange service. Sheet. © 25May65; KK188886.
There's only one safe place you can buy both bearings and final drive cases. Folder. © 19Apr65; KK188936.
3 ways to cut undercarriage costs. Sheet. © 29Apr65; KK189126.
Two new improvements in Cat-built undercarriage parts; D6B, 955. Folder. © 23Jun65; KK190161.

CECE CO., INC.
For sponging and bathing fun, put a tiger in your tub; Tiger sponge 'n bubbles. Sheet. Appl. author: Jack Cohan. © Cece a.a.d.o. Cece Co., Inc.; 4Jan65; KK189038.

CENTURY GLOVE CORP. ©
Lady Jane gloves for the garden minded. Card. © 15Jan65; KK189765.

CHAMPION PACKAGES CO. ©
All purpose fruit. On folding carton. (Terr. des. 1079) © 24Jun65; KK189418.
All purpose nut. On folding carton. (Terr. des. 1079) © 24Jun65; KK189419.
Black cherry. On folding carton. (Terr. des. 1079) © 24Jun65; KK189416.
Butterscotch ripple. On folding carton. (Terr. des. 1079) © 24Jun65; KK189417.
Cherry vanilla. On folding carton. (Terr. des. 1079) © 24Jun65; KK189420.
Chocolate. On folding carton. (Terr. des. 1079) © 24Jun65; KK189425.
Chocolate chip. On folding carton. (Terr. des. 1079) © 24Jun65; KK189423.
Chocolate ripple. On folding carton. (Terr. des. 1079) © 24Jun65; KK189424.
Coffee. On folding carton. (Terr. des. 1079) © 24Jun65; KK189415.
Lawson's sweet cream butter; one pound net, four quarters. On folding carton. (Terr. design 1078) © 15May65; KK189020.
Mint chocolate chip. On folding carton. (Terr. des. 1079) © 24Jun65; KK189422.
Spumoni. On folding carton. (Terr. des. 1079) © 24Jun65; K189414.
Vanilla. On folding carton. (Terr. des. 1079) © 24Jun65; KK189421.

CHANEL, INC. ©
Again Chanel is the best seller in view on network television. [TV screens with TV stars] (In Beauty fashion, Oct., 1965, p.66, 67) Appl. author: Norman, Craig & Kummel, Inc. © 60ct65; KK190925.
Chanel No.5 in classic form and modern sprays to be advertised in 300 markets this fall and Christmas. (In Beauty fashion, Aug., 1965, p.122, 123) Appl. author: Norman, Craig & Kummel, Inc. © 6Aug65; KK190652.
Chanel yourself all over with new No.5 after bath oil spray. (In Seventeen, June, 1965, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 27May65; KK190653.
Christmas has a fragrance and that fragrance is Chanel; No. 5. (In Beauty fashion, Dec., 1965, p.38, 39) Appl. author: Norman, Craig & Kummel, Inc. © 6Dec65; KK191754.
Every woman alive loves Chanel No.5. (In Beauty fashion, July 1960, p.39) © 15Jul60; KK188955.
Now put on Chanel No.5. (In Mademoiselle, Oct. 1962, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 27Sep62; KK189632.
Prediction, merriest Christmas sales ever. Chanel No.5. (In Beauty fashion, Sept., 1965, p.124, 125) Appl. author: Norman, Craig & Kummel, Inc. © 15Sep65; KK190714.
Television and magazines sell new Chanel No.5 after-bath oil spray. [Girl spraying perfume] (In Beauty fashion, Sept., 1965, p.122, 123) Appl. author: Norman, Craig & Kummel, Inc. © 15Sep65; KK190713.
Used by the men women want to meet. Chanel after shave. (In Town & country, June, 1965, p.42) Appl. author: Norman, Craig & Kummel, Inc. © 1Jun65; KK190650.

CHAP STICK CO.
Coming up, big winter sales on Chap Stick and Chap-ans; don't get caught with your stock down. (In Chain store age, Sept., 1964, p.14) © Chap Stick Co., div. Morton Mfg. Corp. (in notice: Morton Mfg. Corp.); 1Sep64; KK190886.

CHAPMAN, MAX. ©
Relax with Max and gain self mastery. Record sleeve. NM: additions. © 6Jul65; KK190119.

CHAR-DON PRINT. ©
Tillamook Country bond, fine quality stationery. Slip. © 8Nov65; KK191442.

CHARLES OF THE RITZ. ©
Full responsibility for the high cheek-bones; Face Shaders. (In Town & Country, Oct. 1965, p.17) Appl. author: Trahey Advertising, Inc. © 10ct65; KK191455.
Introducing a new color, Little Ritz Girl ... behind this new make-up there breathes a most sophisticated woman. (In The New Yorker, Oct. 16, 1965, p.2 of cover) Appl. author: Trahey Advertising, Inc. © 160ct65; KK191517.

CHARLES STORES CO., INC. ©
Checked & proved. (In Twin City sentinel, Winston-Salem, N. C., July 15, 1965, p.17) © 15Jul65; KK189795.

CHAUVENET, F. ©
Grand Pavois, Beaujolais appellation Beaujolais Contrclee. Sheet. Appl. author: Charles Quincy & Sons. NM: additional pictorial material & wording. © 10May65; KK189633.

CHEERLEADER SUPPLY CO., INC. ©
Catalog of cheerleader supplies. 1 v. © 26May65; KK189127.

CHOCOLATE CO. OF AMERICA. ©
Famous gourmet chewy pecan pralines; net weight one half pound. On box. © 23Jul65; KK189469.
Famous gourmet chocolate Polly Doodles; net weight one half pound. On box. © 23Jul65; KK189463.
Friendly Folks old fashioned candy favorites; net weight one pound six ounces. Folder. © 23Jul65; KK189468.
Old fashioned Halloween candy favorites, trick or treat; 1 1/4 pounds of individually wrapped candies. Folder. © 23Jul65; KK189465.

CHUN KING CORP. ©
Jeno's pizza with pepperoni sausage; double size; net wt. 1 lb. 14 oz. On folding carton. © 19Aug65; KK189839.
Ports of call, chicken Polynesian style; net weight 11 ozs.; serves two. On folding carton. © 10Dec65; KK191809.
Ports of call, meatballs Polynesian style; serves two; net weight 11 ozs. On folding carton. © 10Dec65; KK191808.
Ports of call, peppersteak Polynesian style; serves two; net weight 12 ozs. On folding carton. © 10Dec65; KK191811.
Ports of call, pork Polynesian style; serves two; net weight 12 oz. On folding carton. © 10Dec65; KK191812.
Ports of call, shrimp Polynesian style; serves two; net weight 11 1/2 ozs. On folding carton. © 10Dec65; KK191810.
Ports of call, spareribs Polynesian style; serves two; net weight 12 ozs. On folding carton. © 10Dec65; KK191807.

CHURCH & DWIGHT CO., INC. ©
Besides these ingredients for tender, light cookies you need a good leavening agent; Arm & Hammer soda bicarbonate. (In Practical forecast, Nov., 1965, p.F-41) Appl. author: Charles W. Hoyt Co., Inc. © 200ct65; KK191764.
I'll give you something to smile about; Arm & Hammer soda bicarbonate, (In Redbook, Sept. 1965, p.26) Appl. author: Charles W. Hoyt Co., Inc. © 20Aug65; KK190070.
Stop complaining about sunburn, insect bites, poison ivy and hot weather; Arm & Hammer soda bicarbonate. (In McCall's, July 1965, p.46) Appl. author: Charles W. Hoyt Co., Inc. © 14Jun65; KK190069.

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CHURCH & DWIGHT CO., INC.-Con.
What's one of the lowest-cost anti-pruritics you can suggest for topical therapy? Arm & Hammer soda bicarbonate. (In Journal of the American Medical Association, June 7, 1965, p.12) Appl. author: Charles W. Hoyt Co., Inc. © 3Jun65; KK190563.

What's this dentifrice and heartburn remedy doing in your baking section? Arm & Hammer soda bicarbonate. (In The Voluntary & cooperative groups magazine, Sept., 1965, p.9) Appl. author: Charles W. Hoyt Co., Inc. © 5Sep65; KK190562.

Who needs a lot of expensive heartburn remedies when you can take mine; Arm & Hammer soda bicarbonate. (In McCall's, Oct., 1965, p.58) Appl. author: Charles W. Hoyt Co., Inc. © 21Sep65; KK191765.

CITIES SERVICE CO. ©
Meet the Cities Service family developing natural resources for a growing America. (In U. S. news & world report, Nov. 8, 1965) © 1Nov65; KK191521.

CLAIROL, INC. ©
Be a Summer Blonde all year round with Clairol's new gentle hair lightener. Sheet. © 3Jul65; KK190898.

Color fatigue; just pour yourself a new head of hair; Picture Perfect instant color rinse. (In Baltimore sun, Aug. 22, 1965, supplement section, p.12-13) Appl. author: Norman, Craig & Kummel, Inc. © 22Aug65; KK190770.

Cubra su cabello gris; descubra su natural matiz; Loving Care. (In Selecciones del Reader's digest, June 1965, p.16c) © 25May65; KK190128.

Do you have to hide your hair to look prettier, get Condition. (In Look, June 29, 1965, p.1) Appl. author: Foote, Cone & Belding. © 15Jun65; KK188991.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Girl & little boy blowing bubbles] Poster. Appl. author: Foote, Cone & Belding. © 20Jul65; KK189502.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman, boy & puppet] Poster. Appl. author: Foote, Cone & Belding. © 30Jun65; KK189088.

Does she or doesn't she? [Woman with little boy & storybook] (In Ebony, Sept., 1965, p.115) Appl. author: Foote, Cone & Belding. © 24Aug65; KK190994.

Esa boca tan linda, todo lo consigue. (Clairol cosmetic advertisement) Lipstick Clairol. (In Vanidades continental, July 2, 1965, p.2-5) © 11Jun65; KK190895.

Every woman should be a redhead at least once in her life. (In Salamanca republican press, Oct. 23, 1965, p.5) Appl. author: Foote, Cone & Belding. © 23Oct65; KK190993.

Five Minute Color shampoo color conditioner; contents 2 fl. oz. Five Minute Color, 2 fl. oz. Pinkessence. On folding carton. © 1Jun64; KK188877.

Five Minute Color, shampoo color conditioner; shade selector. Folder. © 9Jun65; KK190773.

Great Day color lotion from Clairol research; contents: 3 fl. oz. Sticker. © 1Jun65; KK190896.

Hair color profits come truer with Miss Clairol. [Head of girl] Folder. © 23Aug65; KK190899.

Hate that gray? Wash it away. Loving Care colors only the gray. M. Sanders. (In Ebony, Aug. 1965, p.114) Appl. author: Foote, Cone & Belding. © 20Jul65; KK190204.

Hate that gray? Wash it away. Loving Care colors only the gray. Rosemary. (In Look, Aug. 10, 1965, p.57) Appl. author: Foote, Cone & Belding. © 27Jul65; KK190199.

Have a wonderful time, 4 to Go by Clairol; 4 luscious little lipsticks. Sheet. © 10May65; KK190173.

Have a wonderful time; 4 to Go by Clairol, 4 luscious little lipsticks to go with your hair color. Sheet. © 19May65; KK190755.

Most women today have one or more of these hair troubles, do you? Condition. (In Ebony, Sept., 1965, p.155) Appl. author: Foote, Cone & Belding. © 20Aug65; KK190472.

Naturally shiny hair is irresistible; Vitapointe. (In Good housekeeping, Aug. 1965, p.203) Appl. author: Doyle Dane Bernbach, Inc. © 30Jul65; KK189400.

Naturally shiny hair is irresistible; Vitapointe. (In Life, June 18, 1965, p.R6-R7) Appl. author: Doyle Dane Bernbach, Inc. © 15Jun65; KK190437.

New Basic White extra-strength powder lightener by Clairol, to speed up all your frosting, tipping, streaking. (In Modern beauty shop, June 1965, p.94-95) Appl. author: Foote, Cone & Belding. © 25May65; KK188993.

Nice 'n Easy new shampoo-in color by Clairol, try it, free. (In McCall's, June 1965, p.4-5) Appl. author: Foote, Cone & Belding. © 20May65; KK188992.

Now, revolutionary new make-up from Clairol. Folder. © 9Feb65; KK190757.

Now 60 second conditioning; Kindness. (In Life, June 25, 1965, p.R-4) Appl. author: Doyle Dane Bernbach, Inc. © 22Jun65; KK189021.

Now you can shampoo in the natural looking haircoloring; new, Miss Clairol shampoo formula. (In Life, Nov. 12, 1965, p.R6-R7) Appl. author: Foote, Cone & Belding. © 8Nov65; KK191537.

Picture Perfect instant color rinse. Card. © 16Aug65; KK190129.

Put your hand over the gray half and see how much younger I look. Great day. (In The Florida times-union, Sept. 10, 1965, p.33) Appl. author: Doyle Dane Bernbach, Inc. © 10Sep65; KK190617.

Sera, o no sera? Color de cabello tan natural; Miss Clairol. (In Selecciones del Reader's digest, May 1965, p.7) © 25Apr65; KK190127.

Show off legs were born the instant Clairol created a shaving creme for women. Ultra Smooth. (In Seventeen, June, 1965, p.8, 9) Appl. author: Norman, Craig & Kummel, Inc. © 27May65; KK190651.

Spectacular gift promotion, 4 to give, 4 to get, 4 to go. (4 to go holiday deal sheet) © 27Aug65; KK190897.

Summer Blonde, the gentle hair lightner; contents 2 fl. oz. lightner, 2 fl. oz. Blondessence. On folding carton. © 15Jul65; KK190756.

What would you do; Clairol puts know how at your finger tips: with Nice 'n Easy; only Clairol does all; your Clairol check. (In Modern beauty shop, Aug. 1965, p.93-98) Appl. author: Foote, Cone & Belding. © 25Jul65; KK190200.

What would you do to achieve lovely frosting, quickly, easily? (In Modern beauty shop, July 1965, p.21-23) Appl. author: Foote, Cone & Belding. © 25Jun65; KK189122.

What would you do to give your high-fashion blondes a perfect retouch every time? [Port. of girl] (In American hairdresser, Sept., 1965, p.17-21) Appl. author: Foote, Cone & Belding. © 20Aug65; KK190985.

What would you do to keep light tints and toners fresh and lively between touch-ups? (In Salon owner, Nov., 1965, p.9-12) Appl. author: Norman, Craig & Kummel, Inc. © 26Oct65; KK190924.

When you dream in color; Miss Clairol Hair Color Bath. (In Life, July 16, 1965, p.2 of cover, 1-3) Appl. author: Foote, Cone & Belding. © 12Jul65; KK190206.

CLARK GRAVE VAULT CO. ©
Island of calm in a lonely hour, your funeral director. (In Look, Nov. 16, 1965, p.130) Appl. author: Ranald S. West. © 16Nov65; KK191195.

CLEMENT, EDWARD H. ©
Our salesmen are great guys, but. (In The Salisbury evening post) © 10Sep65; KK190281.

Remember your first car? (In The Salisbury evening post) © 22Sep65; KK190279.

Warning, be sure to check our trunks. (In The Salisbury evening post) © 6Sep65; KK190280.

CLEVELAND TWIST DRILL CO. ©
The Cleveland Twist Drill Co. is pleased to announce the new Cleveland general purpose drill. Folder. Appl. author: W. E. Wenger. © 26Aug65; KK190053.

CLIMALENE CO. ©
New De-Fi water repellent, use in your washing machine; contents one pint. 2 stickers. Appl. author: McKinley H. Sauer. © 1Jul65; KK189019.

CLIPPER DIAMOND TOOL CO., INC. ©
General hints for efficient usage of Diamond wheels. 1 v. Appl. author: Joseph Klipper. © 1Aug65; KK191345.

CLOROX CO. ©
Clorox for the dirt that makes you say yick. (In Buffalo courier-express, June 27, 1965, magazine, p.3) Appl. author: Honig-Cooper & Harrington. © 27Jun65; KK191286.

Clorox gets out dirt detergents leave in, weak bleaches can't do it. [Subway scene] (In Better homes & gardens, Aug. 1965, p.7) Appl. author: Honig-Cooper & Harrington. © 1Aug65; KK189672.

Give me strength, give me Clorox. [3 children in soiled clothes, with fishing gear; mother leaning on washer] (In The Atlanta journal and constitution magazine, June 27 1965, p.5) Appl. author: Honig-Cooper & Harrington. © 27Jun65; KK190570.

I got carried away by the new low price of Clorox. (In The Courier-journal, Louisville, Ky., July 22, 1965, p.22) Appl. author: Honig-Cooper & Harrington. © 22Jul65; KK189404.

Monster sale on Clorox; 2¢ off half gallon to prove Clorox bleach gets out dirt. (In The Wichita beacon, Oct. 14, 1965, p.5B) Appl. author: Honig-Cooper & Harrington. © 14Oct65; KK191139.

COCA-COLA CO. ©
Easiest opening ever; lift top cans. Poster. Appl. author: McCann-Erickson, Inc. © 15Jul65; KK189741.

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For extra fun, take more than one, take an extra carton of Coke. (In Sepia, June 1965, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5May65; KK189737.

Liven up your holidays with delightful decorations you can make yourself, and ... ice cold Coca-Cola. (In Good housekeeping, Dec. 1965, p.51) Appl. author: McCann-Erickson, Inc. © 20Nov65; KK191697.

More than one; things go better with Coke. Poster. Appl. author: McCann-Erickson, Inc. © 1Jun65; KK189740.

Reach for the ring; lift top cans. Ring pull. Poster. Appl. author: McCann-Erickson, Inc. © 15Jul65; KK189742.

Things go better with Coke. French fries & Coke; fountain. Poster. Appl. author: McCann-Erickson, Inc. © 1Sep65; KK189743.

Things go better with Coke. [Santa Claus holding popcorn ornament, boy & girl playing on floor] (In Boys' life, Dec. 1965, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 25Nov65; KK191695.

This is the time for real refreshment, ice cold Coca-Cola. [Couple at waterfront] (In Sepia, Oct. 1965, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Sep65; KK191702.

This is the time for real refreshment, ice cold Coca-Cola. [Couple gathering autumn leaves] (In Motor trend, Nov. 1965) Appl. author: McCann-Erickson, Inc. © 18Oct65; KK191701.

This is the time for real refreshment, ice cold Coca-Cola. [Football scene] (In Teen magazine, Oct. 1965, p.25) Appl. author: McCann-Erickson, Inc. © 10Sep65; KK191699.

This is the time for real refreshment, ice cold Coca-Cola. [Group gathering autumn leaves] (In Sepia, Nov. 1965, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 50ct65; KK191700.

Throw a great party, that means ... lots of ice cold Coca-Cola. (In Sepia, Dec. 1965, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Nov65; KK191698.

When you need something more than a soft drink. (You'll go better refreshed with the taste of ice cold Coca-Cola) Glass & straws. (In McCall's, July 1965, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 20Jun65; KK189734.

You'll go better refreshed with ice cold Coca-Cola. [French fries, glass & bottle] (In Scholastic roto, Sept. 1965, p.12) Appl. author: McCann-Erickson, Inc. © 12Aug65; KK191696.

You'll go better refreshed with ice cold Coca-Cola; gives a lift to your spirits. [Girl watching butterfly] (In Sepia, Aug. 1965, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Jul65; KK189736.

You'll go better refreshed with ice cold Coca-Cola; gives a lift to your spirits. [Picnic scene] (In Sepia, Sept. 1965, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Aug65; KK189735.

COCA-COLA CO. DUNCAN FOODS CO. See DUNCAN FOODS CO.

COCA-COLA CO. MINUTE MAID DIVISION.
Now, a concentrated fruit drink; discover fruity, fruity Real Gold. (In Ladies' home journal) © Minute Maid Division, Coca-Cola Co. (in notice: Coca-Cola Co.); 25May65; KK189128.

COLE OF CALIFORNIA. ©
The great Cole savage suit. (In Glamour, June 1965, p.22-23) Appl. author: R. M. Klosterman, Inc. © 20May65; KK188895.

COLGATE-PALMOLIVE CO. ©
At last, a new deodorant soap that's really good to your skin; Palmolive. [Lower half of girl's face, & back] (In Life, July 30, 1965) Appl. author: Ted Bates & Co., Inc. © 26Jul65; KK190440.

At last, a new deodorant soap that's really good to your skin; Palmolive. [Lower half of smiling girl's face, & back] (In Life, Aug. 27, 1965) Appl. author: Ted Bates & Co., Inc. © 23Aug65; KK190439.

Dishwashing will never be the same again; Ajax for dishes. (In Buffalo courier-express, Aug. 8, 1965, p.28) Appl. author: Norman, Craig & Kummel, Inc. © 8Aug65; KK189616.

Fabulous combination, free refillable purse size hair spray when you buy new special protein formula Respond hair spray. (In Ingenue, July, 1965, p.26) Appl. author: Norman, Craig & Kummel, Inc. © 22Jun65; KK190639.

Now, dare to give him what he really wants, 007; after shave and cologne. (In Life, May 28, 1965, p.R5) Appl. author: Ted Bates & Co., Inc. © 24May65; KK191451.

Remember Palmolive and forget about birthdays. (In Reader's digest, Sept. 1965, p.161) Appl. author: Ted Bates & Co., Inc. © 25Aug65; KK189887.

Who says Ajax is stronger than dirt? [Endorsed by Beverly Linet] (In Better homes & gardens, Oct. 1965, p.182) Appl. author: Norman, Craig & Kummel, Inc. © 14Sep65; KK191204.

Who says Ajax is stronger than dirt? (In Women's day, July, 1965, p. 4 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 1Jul65; KK190654.

COLLEGE INN DIVISION, PENICK & FORD, LTD., INC. See PENICK & FORD, LTD., INC. COLLEGE INN DIVISION.

COLLUM, THEODORE J.
Now you can record your clothes wear, use Wearrecord. Sheet. © T. J. Collum; 14Oct65; KK191459.

COLONIAL PROVISION CO., INC. ©
Bologna; 1/2 pound nt. wt. Card. © 27Sep65; KK190390.

Combination loaf; 1/2 pound nt. wt. Card. © 27Sep65; KK190392.

Cooked salami; 1 pound nt. wt. Card. © 27Sep65; KK190391.

Jellied corned beef; 1/2 pound nt. wt. Card. © 27Sep65; KK190393.

Old Tyme head cheese; 1/2 pound nt. wt. Card. © 27Sep65; KK190389.

Pressed luncheon sausage; 1 pound nt. wt. Card. © 27Sep65; KK190388.

COLOR TILE OF COLORADO, INC. ©
Another first at Color Tile, this is Pebbleflor. (In The Denver post, May 23, 1965, p.26) © 23May65; KK189350.

Color Tile has it exclusively, genuine Santa Clara ceramic tile. (In The Denver post, May 16, 1965, p.5) © 16May65; KK189351.

Here, now at Color Tile; this is new Patioflor vinyl asbestos floor tile. (In The Denver post, June 6, 1965, p.28) © 6Jun65; KK189348.

High prices are out on floor, wall, ceiling tile. (In The Denver post, June 13, 1965, p.31) © 13Jun65; KK189349.

Home owners are showing preference for permanent solid hardwood parquet floors. (In The Denver post, June 27, 1965, p.18) © 27Jun65; KK189347.

Wow, we must sell tons of tile this week. (In The Denver post, May 31, 1965, p.26) © 31May65; KK189352.

COMFORDENT DIVISION, PETER, STRONG & CO., INC. See PETER, STRONG & CO., INC. COMFORDENT DIVISION.

COMMONWEALTH EDISON CO. ©
Only electric dryers give you the same kind of gentle radiant heat you get from the sun. (In Tribune, Chicago, Sept. 14, 1965, p.15) © 14Sep65; KK190582.

World's tallest office and residential building all-electric. [Skyscraper] (In Chicago tribune, Oct. 6, 1965, p.8) © 60ct65; KK190889.

COMPUTER DIODE CORP. ©
How to sell Codi's voltage-variable capacitors. 8 p. © 5Jun65; KK189298.

CONARD-BYLE CO. ©
Miniature roses, just like other garden roses in every way except size. Sheet. © 1Mar65; KK189943.

CONN ORGAN CORP. ©
Service manual; classic model 825, type 1, 2 & 3. 50 p. © 2Aug65; KK190403.

Service manual; Theatrette, model 550, style 1, type 1. 52 p. © 220ct65; KK191485.

CONSOLIDATED CIGAR CORP. ©
Now smoking for El Producto, George Burns. [Port. of George Burns smoking cigar] (In The Tobacco leaf, Oct., 1965, p.60, 61) © 20ct65; KK190940.

CONSUMER PRODUCTS DIVISION, UNION CARBIDE CORP. See UNION CARBIDE CORP. CONSUMER PRODUCTS DIVISION.

CONTINENTAL ILLINOIS NATIONAL BANK & TRUST CO. OF CHICAGO. ©
The big ones never get away when you know the right people. (In Illinois banker, Aug. 1965, p.18-19) Appl. author: Earle Ludgin & Co. © 1Aug65; KK190789.

Henry Chapman built his business on genius, tact, insight and drive. (In Time, July 16, 1965, p.CR5) Appl. author: Earle Ludgin & Co. © 13Jul65; KK189856.

If a new product idea doesn't make your feet itch, and your collar feel tight, stay away from us. [Man in coat, 4 views] (In Business week, Nov. 13, 1965, p.126, 127) Appl. author: Earle Ludgin & Co. © 12Nov65; KK191740.

If you never jammed on the brakes and went back to the plant at night. (In The Wall Street journal, Aug. 11, 1965, p.5) Appl. author: Earle Ludgin & Co. © 11Aug65; KK191663.

It's easy to be an expert on governments when you know the right people. (In Illinois banker, May 1965, p.24-25) Appl. author: Earle Ludgin & Co. © 1May65; KK190790.

Loaded down, a lawyer's time is money. (In Daily law bulletin, Chicago, Feb. 4, 1965) Appl. author: Earle Ludgin & Co. © 4Feb65; KK189009.

London isn't so foggy when you know the right people. [Clock tower & traffic] (In Illinois banker, Nov., 1965, p.8, 9) Appl. author: Earle Ludgin & Co. © 1Nov65; KK191739.

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CONTINENTAL ILLINOIS NATIONAL BANK & TRUST CO. OF CHICAGO.-Con.

No medical student ever pays back the money we lend him for school. [Man's shoe] (In Chicago tribune, Oct. 26, 1965, p.6) Appl. author: Earle Ludgin & Co. © 26Oct65; KK191738.

Of ragtime jigs and payday songs and a lyric of growth. (In Commerce, June 1965, p.1) Appl. author: Earle Ludgin & Co. © 1Jun65; KK191668.

Open a spending account. (In The New world, Oct. 1, 1965, p.7) Appl. author: Earle Ludgin & Co. © 1Oct65; KK190791.

Open during alterations. (In Illinois banker, Sept. 1965, p.12-13) Appl. author: Earle Ludgin & Co. © 1Sep65; KK191670.

The other ocean. (In Chicago magazine, Summer, 1965, p.78, 79) Appl. author: Earle Ludgin & Co. © 1Aug65; KK190659.

Our headquarters are in Chicago, our operations cover the world. (In Fortune, overseas ed., June 1965, p.184) Appl. author: Earle Ludgin & Co. © 25May65; KK189056.

Our headquarters are in Chicago, our operations cover the world. (In Fortune, overseas ed., Sept. 1965, p.178) Appl. author: Earle Ludgin & Co. © 31Aug65; KK191672.

Please don't bruise the U. S. Governments. [Two pears] (In The Wall Street journal, New York, Nov. 2, 1965, p.23) Appl. author: Earle Ludgin & Co. © 2Nov65; KK191737.

Robert Bascom built his business on will power, ambition, and sheer determination. (In Time, Aug. 13, 1965, p.CR6) Appl. author: Earle Ludgin & Co. © 9Aug65; KK191667.

Tennis, anyone? After all, in Australia, there's nothing else to do, is there? (In The Wall Street journal, June 9, 1965, p.11) Appl. author: Earle Ludgin & Co. © 9Jun65; KK191671.

Would $2,500.00 help? (In Chicago daily news, Aug. 25, 1965, p.25) Appl. author: Earle Ludgin & Co. © 25Aug65; KK191669.

CONTINENTAL OIL CO. ©

Another hottest brand value from Conoco; Bropon juice tumbler. (In The Albuquerque tribune, Mar. 1, 1965, p.A-5) © 1Mar65; KK189078.

Another hottest brand value from Conoco; giant 14 ounce ice tea tumbler. (In The Albuquerque tribune, June 2, 1965, p.D-1) © 2Jun65; KK189086.

Conoco now offers 2 more quality gasolines to save money for 8 out of 10 motorists. New Conotane; new Super. (In The Austin statesman, May 20, 1965, p.A15) © 20May65; KK189085.

Conoco's deluxe Touraide travel guide; get it at your Conoco station's Touraide travel center. (In The Albuquerque tribune, May 5, 1965, p.C-3) © 5May65; KK189081.

Continental Oil reports major gains during 1964. (In Financial world, Apr. 14, 1965, p.35) © 12Apr65; KK189079.

For smoothest going in the Rockies, go Conoco all the way. (In Colorful Colorado, summer 1965, p.2 of cover) © 27May65; KK189084.

For the best vacation ever, get this free pocket Touraide travel guide at your Conoco station. (In The Albuquerque tribune, May 19, 1965, p.C-3) © 19May65; KK189082.

Have the best vacation ever with Conoco pre-trip Touraide services. (In Bozeman daily chronicle, June 2, 1965, p.5) © 2Jun65; KK189456.

How much are breadkdowns costing you? Conoco. [Endorsed by Wilford Wilson] (In The Wyoming stockman-farmer, Nov. 1964, p.4 of cover) © 1Nov64; KK189075.

I never worry about breakdowns; Conoco. Sheet. © 21Jun65; KK189627.

I used to hide a lot; Conoco. Sheet. © 21Jun65; KK189625.

If you're a tractor drink Conoco; all-season super motor oil. Sheet. © 21Jun65; KK189626.

It isn't magic; all-season super motor oil. Sheet. © 21Jun65; KK189628.

Join the antique tractor, pick up, car, etcetera owner's club; Conoco. Sheet. © 21Jun65; KK189624.

Look, I've got 2 more quality gasolines to save you money; new Conotane and new Super. (In Pueblo star-journal, Apr. 1965, p.10A) © 15Apr65; KK189080.

Now from Conoco research, an extraordinary series of hot melts. New Supercote; new Hiseal. (In Modern packaging, June 1965, p.23-26) © 22May65; KK189083.

Now, save up to 3¢ a gallon; Conoco brings you 2 more quality gasolines, new Conotane, new Super. (In The Austin American, Feb. 1, 1965, p.13) © 1Feb65; KK189076.

2 more hottest brand gasolines to save you money; Conotane, Super. (In The Austin statesman, Feb. 5, 1965, p.15) © 5Feb65; KK189077.

COOPER'S, INC. JOCKEY MENSWEAR. See JOCKEY MENSWEAR.

COPLAN, KATE.

Books are weapons in the war on poverty. See OCEANA PUBLICATIONS, INC.

Today's youth. See OCEANA PUBLICATIONS, INC.

COPPER CROCK CLUB, INC. ©

Cheddar cold pack cheese food; net wt. 8.25 oz. On folding carton. Appl. author: American Can Co. © 21Jun65; KK189282.

Crock O'Cheddar; net wt. 8.25 oz. On folding carton. Appl. author: American Can Co. © 21Jun65; KK189281.

CORCORAN, INC. ©

Made famous by two generations of paratroopers, genuine Corcoran paratroop jump boots. (In Airborne quarterly, June-Aug. 1965, p.2) Appl. author: Shanley F. Corcoran. © 1Jun65; KK190779.

CORONET DESSERTS.

The crowning touch to a perfect meal; eight individual fruit cremes; net weight sixteen ounces or over. On wrapper. © John R. Butcher d.b.a. Coronet Desserts; 1Aug59; KK190749.

CORY COFFEE SERVICE PLAN, INC. ©

New service for employers of 7 or more persons; Cory's new coffee service plan. (In Chicago sun-times, May 19, 1965, p.79) © 19May65; KK190149.

Now, famous Cory brewed fresh coffee in your own office or place of business. (In Wilmette life and Glencoe news, June 17, 1965, p.80B) © 17Jun65; KK190150.

COSMAIR, INC. ©

With L'Oréal's excellence, the color you want is the color you get every time. (In Modern beauty shop, July 1964, p.3 of cover) © 1Jul64; KK191803.

COSMETICALLY YOURS, INC. ©

Brush Fire, new brush on lip color. Card. © 18Aug65; KK190843.

COVENTRY (SARAH) INC. ©

Can you name these lovely Lennon sisters? To help, each girl is wearing her personal alphabet pin by Sarah. (In TV guide, Sept. 18, 1965, p.3 of cover) Appl. author: Rumrill Co., Inc. © 15Sep65; KK190839.

Discover the reflection of fashion and beauty in your own living room. (In Good housekeeping, Nov., 1965, p.24) Appl. author: Runrill Co., Inc. © 20Oct65; KK191058.

Fine fashion jewelry for majestic moments; Lady Conventry collection. (In Harper's bazaar, Oct. 1965, p.132) Appl. author: Rumrill Co., Inc. © 10Oct65; KK191387.

COVINGTON, VICTOR M. ©

Photo-I-Dent. Folder. © 20May65; KK190750.

COWLES MAGAZINES & BROADCASTING, INC. ©

Once upon a time Look had less circulation than Life. (In Advertising age, July 12, 1965, p.9) Appl. author: McCann-Erickson, Inc. © 12Jul65; KK189725.

CRAIG, JAMES STUART. See ROCKET RECORDS.

CREAMETTE CO. ©

Favorite macaroni recipes. 15 p. © 15Apr65; KK189440.

CREATIVE DISPLAYS, INC. ©

How to set up your Bain d'Or counter display. Sheet. © 25May65; KK188856.

How to set up your Brylcreem floor merchandiser. Sheet. © 28Apr65; KK188865.

How to set up your constructioneer motion display; no.4000-M. Sheet. © 17May65; KK188857.

How to set up your constructioneer motion display; no.4001-M. Sheet. © 17May65; KK188858.

How to set up your floor merchandiser. Sheet. © 14Jun65; KK188868.

How to set up your floor merchandiser. Sheet. © 3Aug65; KK190028.

How to set up your General Electric clown floor merchandiser. Sheet. © 4Jun65; KK188860.

How to set up your Helene Curtis floor merchandiser. Sheet. © 6Sep65; KK191238.

How to set up your Helene Curtis illuminated beauty salon window display. Sheet. © 1Jun65; KK188859.

How to set up your Helene Curtis Suave Set floor merchandiser. Sheet. © 20Oct65; KK191237.

How to set up your Helene Curtis Tender Touch after bath moisturizer tester counter display. Sheet. © 17Aug65; KK191239.

How to set up your Helene Curtis Tweed 3 oz. cologne counter display. Sheet. © 14Jun65; KK188867.

How to set up your Hinckley & Schmitt pole display. Sheet. © 9Jul65; KK190021.

How to set up your I. G. A. sweepstakes pole display. Sheet. © 23Jun65; KK188866.

How to set up your Johnson Wax prepack display. Sheet. © 7Jul65; KK190023.

How to set up your Kings Men counter display. Sheet. © 29Jun65; KK190033.

How to set up your Kings Men trim set. Sheet. © 24Sep65; KK191233.

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How to set up your Lentheric Tweed counter display. Sheet. © 15May65; KK188862.

How to set up your Lentheric Tweed counter display. Sheet. © 29Jun65; KK190019.

How to set up your Lentheric Tweed turn you on counter display card. Sheet. © 30Jul65; KK190030.

How to set up your Lentheric Tweed turns you on counter display. Sheet. © 13Aug65; KK191241.

How to set up your M & M's candies floor merchandiser. [Halloween display] Sheet. © 13Sep65; KK191231.

How to set up your M & M's candies floor merchandiser. [Holiday display] Sheet. © 130ct65; KK191232.

How to set up your Mennen NFL basket and counter card display. Sheet. © 2Jul65; KK190020.

How to set up your Mennen NFL counter display. Sheet. © 4Aug65; KK190027.

How to set up your Mennen NFL floor merchandiser. Sheet. © 24Jun65; KK190018.

How to set up your Mennen NFL floor merchandiser. Sheet. © 22Jul65; KK190035.

How to set up your Mennen NFL variety card. Sheet. © 19Jul65; KK190026.

How to set up your Miss Curity floor merchandiser. Sheet. © 3Sep65; KK191235.

How to set up your Ozon floor merchandiser. Sheet. © 5May65; KK188863.

How to set up your Pacquins' clown floor merchandiser. Sheet. © 15May65; KK188864.

How to set up your Pacquin's Silk 'n Satin floor merchandiser. Sheet. © 29Sep65; KK191234.

How to set up your Pride floor merchandiser. Sheet. © 4Jun65; KK188861.

How to set up your Staley floor display. Sheet. © 10Sep65; KK191240.

How to set up your Sunbeam lion lawn mower display. Sheet. © 27Jul65; KK190034.

How to set up your unique convertible Johnson's Wax castle as a floor stacker, as a dump bin. Sheet. © 19Jul65; KK190025.

Kanon, the spirit of Sweden; place this Kanon display in a prominent position on counter and arrange product as shown. Sheet. © 290ct65; KK191236.

Quick set up instructions for your Pacquin hand cream merchandiser; 2528T 3009 A. Sheet. © 30Jul65; KK190032.

Quick set up instructions for your Pacquin hand cream merchandiser; 2528T 3009 B. Sheet. © 30Jul65; KK190031.

Quick set up instructions for your Pacquin lotion merchandiser. Sheet. © 6Jul65; KK190022.

Suggested product arrangement for your Lentheric Tweed turn you on counter display. Sheet. © 9Aug65; KK190029.

To set up your Mennen NFL floor merchandiser. Sheet. © 16Jul65; KK190024.

CREATIVE PRODUCTS. ©
Lucky Double; how to play. Card. Appl. authors: Francis E. Peek & Harold D. Collipriest. © 1Sep65; KK190402.

CROSS (A. T.) CO. ©
No finer way to recognize a job well done; your choice of pens or pencils. (In Sales management, Sept. 10, 1965, p.4) Appl. author: Potter Hazlehurst, Inc. © 10Sep65; KK190833.

CROSS, CHARLES.
Vel-vette buds. See MICHEL'S DESIGNS, INC.

CROWELL (CHRIS) & CO.
Flora-care. On bag. © Christopher S. Crowell d.b.a. Chris Crowell & Co.; 12Jul65; KK190060.
Launch some fun this summer. On folding carton. © Christopher S. Crowell d.b.a. Chris Crowell & Co.; 30Mar65; KK190061.

CURRY, JACK A. See FREELANCERS INVENTIONS.

CURTIS PUB. CO. ©
A large family house for a small lot. Folder. (American home study plan, no.5) © 4Jun65; KK189120.

D

DMS, INC. See DALE MARINE STORE, INC.

DAIRYPAK, INC. ©
Neapolitan. On folding carton. (Terr. des. 1079) © 24Jun65; KK189762.
Strawberry. On folding carton. (Terr. des. 1079) © 24Jun65; KK189763.

DALE MARINE STORE, INC.
Branch Water. Sticker. © Dale Marine Store, Inc. a.k.a. DMS, Inc.; 11Aug65; KK189854.

DALTON (EDWARD) CO.
Introducing the new milkshake taste and flavors of Metrecal. (In MD medical news magazine, June 1965, p.202) © Edward Dalton Co., division of Mead Johnson & Co.; 1Jun65; KK191401.
When patients can't chew, specify the nutritionally complete liquid meal, Nutrament; jaw fracture. (In Oral surgery, oral medicine and oral pathology, June 1965, p.15) © Edward Dalton Co., division of Mead Johnson & Co.; 6Jun65; KK191400.
When patients can't chew, specify the nutritionally complete liquid meal, Nutrament; surgical orthodontia. (In Oral hygiene, June 1965, p.16) © Edward Dalton Co., division of Mead Johnson & Co.; 1Jun65; KK191399.

DANBY FARM.
Buy Shetlands of planned excellence, get the most for your money. (In American Shetland pony journal, May 1965, p.13) © Danby Farm solely owned by Daniel & Beatrice Langfeld; 1May65; KK189442.
Stallions, several fine two and three year old sons of National Grand Champion Patton L. for immediate delivery. (In American Shetland pony journal, May 1965, p.37) © Danby Farm solely owned by Daniel & Beatrice Langfeld; 1May65; KK189441.

DANIEL (JACK) DISTILLERY. ©
About the biggest ruckus ever made around Jack Daniel's old office was the day Mr. Jack kicked the safe; Old no.7. (In The Albuquerque tribune, Sept. 17, 1965, p.A-2) Appl. author: Gardner Advertising Co. © Jack Daniel Distillery (in notice: Jack Daniel Distillery, Lem Motlow, Prop., Inc.); 17Sep65; KK191142.
The charcoal we use at Jack Daniel's to gentle our whiskey is burned in the open air. (In The Leavenworth times, Sept. 13, 1965, p.8) Appl. author: Gardner Advertising Co. NM: additions. © Jack Daniel Distillery (in notice: Jack Daniel Distillery, Lem Motlow, Prop., Inc.) 13Sep65; KK190559.
The charcoal we use at Jack Daniel's to gentle our whiskey is burned in the open air. [Man spraying charcoal] (In The Evening bulletin, Sept. 27, 1965, p.30) Appl. author: Gardner Advertising Co. © Jack Daniel Distillery (in notice: Jack Daniel Distillery, Lem Motlow, Prop., Inc.); 27Sep65; KK190555.
A cold shower is always welcome to Jack Daniel's sawyers and rickers. (In Business week, Aug. 28, 1965, p.44) Appl. author: Gardner Advertising Co. © Jack Daniel Distillery (in notice: Jack Daniel Distillery, Lem Motlow, Prop., Inc.); 28Aug65; KK190620.
Getting out the medals Jack Daniel's whiskey won generally starts a round of stories Mr. Jack used to tell. (In U. S. news & world report, Sept. 6, 1965, p.90) Appl. author: Gardner Advertising Co. © Jack Daniel Distillery (in notice: Jack Daniel Distillery, Lem Motlow, Prop., Inc.); 6Sep65; KK190618.
It takes 115 gunny sacks of fine ground, hard maple charcoal to fill one of Jack Daniel's charcoal mellowing vats. (In Newsweek, Sept. 13, 1965, p.33) Appl. author: Gardner Advertising Co. © 13Sep65; KK190456.
A load of hard maple is a welcome sight to our office manager because it takes a lot to properly smooth out Jack Daniel's. [2 men inspecting pile of wood] (In Business week, Sept. 11, 1965, p.65) Appl. author: Gardner Advertising Co. © Jack Daniel Distillery (in notice: Jack Daniel Distillery, Lem Motlow, Prop., Inc.); 11Sep65; KK190731.
Lunch time in the hollow usually finds us by the cool limestone spring that Jack Daniel picked a century ago. [Group of men, eating] (In Sports illustrated, Sept. 13, 1965, p.19) Appl. author: Gardner Advertising Co. © Jack Daniel Distillery (in notice: Jack Daniel Distillery, Lem Motlow, Prop., Inc.); 13Sep65; KK190908.
An old process called yeasting back; an old process called charcoal mellowing. (In Liquor store, June 1965, p.18-19) Appl. author: Gardner Advertising Co. © 1Jun65; KK189796.
We can always take time to visit because there's just no hurrying the way we make Jack Daniels; Old no.7. (In Lubbock avalanche-journal, Sept. 8, 1965, p.D-5) Appl. author: Gardner Advertising Co. © Jack Daniel Distillery (in notice: Jack Daniel Distillery, Lem Motlow Prop., Inc.); 8Sep65; KK190851.
When a cold spell hits Jack Daniel's hollow, everybody would like to help make the charcoal that smooths out our Tennessee whiskey; Old no.7. (In St. Louis globe democrat, Oct. 12, 1965, p.1C) Appl. author: Gardner Advertising Co. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 12Oct65; KK191360.
Why do folks at Jack Daniel's seem to stay younger longer? Old no.7. (In Bev/New York, Nov. 1, 1965, p.27) Appl. author: Gardner Advertising Co. © Jack Daniel Distillery, Lem Motlow, Prop.; 1Nov65; KK191364.

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DANIEL (JACK) DISTILLERY.-Con.
Why do we take the time to charcoal mellow Jack Daniel's? (In Bev, Sept. 1, 1965, p.15) Appl. author: Gardner Advertising Co. © 1Sep65; KK190443.
Why is Jack Daniel's a Tennessee whiskey and not a bourbon? (In Bev/New York, Oct. 1, 1965, p.13) Appl. author: Gardner Advertising Co. © Jack Daniel Distillery (in notice: Jack Daniel Distillery, Lem Motlow, Prop., Inc.); 10ct65; KK190619.

DANIEL (JACK) DISTILLERY, LEM MOTLOW, PROP., INC. ©
Merry Christmas and a happy New Year from all of us in Jack Daniel's Hollow. [Men having snowball fight] (In The Atlantic monthly, Dec., 1965, p.111) Appl. author: Gardner Advertising Co., Inc. © 1Dec65; KK191744.

DANT DISTILLERY CO. ©
In this game, it's the name that counts; J. W. Dant. (In Beverage journal, Aug. 1965, p.2) Appl. author: Otto Kleppner. © 1Aug65; KK189836.
Our heartiest congratulations to a company on the move from brands that move, by J. W. Dant; Kentucky straight bourbon whisky [& 4 others] (In Indiana beverage life, Sept. 1965, p.71) Appl. author: Otto Kleppner. © 1Sep65; KK191613.

DAVIS (MEYER). ©
Sizing with interchangeable lenses on the Davis Geometric camera. Sheet. NM: additions. © 6Jan64; KK190645.

DAWSON, LAWRENCE T., JR.
Three quick questions from Dogbite Records to the man who laughs for himself; title of the record is Mr. Silver Spitzdawson. (In The Village voice, June 10, 1965, p.6) © Lawrence T. Dawson, Jr. & Lemuel D. Harrell; 10Jun65; KK189346.

DE CHRISTOPHER, EUGENE L. ©
Arkitek blocks made of durable hardwood. Folder. © 150ct64; KK189592.

DE FRATES (JOSEPH F.) CO.
Fancy Frank chilli hot dog sauce with meat; contents 8 oz. On wrapper. © Joseph F. De Frates d.b.a. Joseph F. De Frates Co.; 10Jun65; KK189059.

DE GRAAFF, JAN.
Jan De Graaff world famous lilies. See OREGON BULB FARMS, INC.

DELMONICO FOODS, INC. ©
24 page booklet shows you how to make macaroni that's just too pretty to eat; decorate Easter eggs ... with Deck-A-Roni. (In Good housekeeping, Mar. 1965, p.EC200N) Appl. author: Delmonico Foods, employer for hire of Leonard M. Sive & Associates. © 1Mar65; KK190416.

DE LUCA, JERRY. See WADSWORTH AUTOMATIC TRANSMISSIONS.

DE LUXE READING CORP. ©
Sixfinger, the most amazing toy ever. Card. © 20Aug65; KK189819.

DE MARKOFF (ALEXANDRA) SALES CORP.
Dedicated to making women prettier, instantly. (In Beauty fashion, Aug. 1965, p.121) © Alexandra de Markoff a.a.d.o. Alexandra de Markoff Sales Corp.; 10Aug65; KK189547.

Knock it off; Alexana. (In Beauty fashion, July 1965, p.57) © Alexandra de Markoff a.a.d.o. Alexandra de Markoff Sales Corp.; 10Jul65; KK189977.
New beauty drink, moisturizer and tonic! [Girl in bed] (In Harper's bazaar, Nov., 1965, p.65) © Alexandra de Markoff a.a.d.o. Alexandra de Markoff Sales Corp.; 1Nov65; KK190920.
New, eye lubrication in a sleek little stick, Alexandra de Markoff's eye oil stick. (In The New Yorker, Sept. 18, 1965, p.110) © Alexandra de Markoff a.a.d.o. Alexandra de Markoff Sales Corp.; 18Sep65; KK190263.

DENOYER-GEPPERT CO. ©
Westermann geography wall maps. 1 v. (Catalog GW65) © 15Jul65; KK190660.

DESIGN & PRODUCTION, INC. ©
Islander; the D & P Islander surrounds itself with interested viewers. Sheet. © 19Jul65; KK189154.
Librarian group; display and store your literature. Sheet. © 19Jul65; KK189155.

DETECTO SCALES, INC. ©
Bathique, is it magnifique? (In Home furnishings daily, Dec. 18, 1964, p.12) © 18Dec64; KK190642.

DIAMOND HEAD MEMORIAL PARK ASSN., LTD. ©
Attention veterans, your discharge papers may be worth $250 to your family. (In Honolulu advertiser, Sept. 28, 1965, p.B-8) © 28Sep65; KK191457.

DICKEL (GEORGE A.) & CO. ©
Dickel doin's, it takes freestone water to make George Dickel drinkin whisky. (In The Wall Street Journal, May 10, 1965, p.11) © 10May65; KK188967.
Dickel doin's, vol.1, no.5. (In The Wall Street journal, Aug. 27, 1965, p.6) © 27Aug65; KK190217.
Dickel doin's, vol.1, no.6. (In The Wall Street journal, Sept. 17, 1965, p.9) © 17Sep65; KK190218.
Mother Nature worked her magic on Mr. Dickel's whiskey. (In Newsweek, Sept. 20, 1965, p.19) © G.A.D. & Co.; 20Sep65; KK191008.

DICKERSON (J. W.) & ASSOCIATES. ©
Claim check. Card. © 2Jul65; KK189491.

DISCOVER AMERICA, INC. ©
Discover America. (In Travel weekly, Nov. 16, 1965, p.79) Appl. author: Norman, Craig & Kummel, Inc. © 16Nov65; KK191474.

DISNEY (WALT) PRODUCTIONS. ©
Walt Disney's Cinderella. Authorized ed. Whitman Pub. Co. On wrapper. (Tell-a-Tale Books, 2604) © 27May65; KK188973.
Walt Disney's Disneyland game; 2 to 4 players ages 5 to 9; no.4817:2.00. Whitman Pub. Co. On box. © 15Jul65; KK191734.
Walt Disney presents all the songs from Winnie the Pooh and the honey tree; DQ-1277. Record sleeve. NM: revision. © 17May65; KK188989.

DOANE FEED PRODUCTS CO. ©
Go, complete dog food; net wt. 2 lbs. On folding carton. © 25Aug65; KK190191.

DOBBINS, R. F. ©
Herb-Lax, powdered; contents: 1 1/2 oz. net. On wrapper. © 20Jul65; KK189799.

DR. SEUSS. See GEISEL, THEODORE SEUSS.

DOERFLER (B. R.) CO., INC. ©
The big race. Card. © 1Nov65; KK191292.
Cross-country tour. Card. © 1Nov65; KK191289.
Grand Prix raceway. Card. © 1Nov65; KK191291.
Race to the moon. Card. © 1Nov65; KK191290.

DOLCIN CORP. ©
About arthritis/rheumatism. (In The Reader's digest, Oct. 1965, p.192C) Appl. author: Victor van der Linde Co., Inc. © 10ct65; KK191093.

DOLE CO.
Apple upside down cake by Dole; net wt. 1 lb. On folding carton. © Castle & Cooke, Inc. d.b.a. Dole Co.; 15Jan65 (in notice: 1964); KK190006.
Mixed fruit upside down cake by Dole; net wt. 1 lb. 1 oz. On folding carton. © Castle & Cooke, Inc. d.b.a. Dole Co.; 15Jan65 (in notice: 1964); KK190004.
Peach upside down cake by Dole; net wt. 1 lb. On folding carton. © Castle & Cooke, Inc. d.b.a. Dole Co.; 15Jan65 (in notice: 1964); KK190005.
Pineapple upside down cake by Dole; net wt. 1 lb. On folding carton. © Castle & Cooke, Inc. d.b.a. Dole Co.; 15Jan65 (in notice: 1964); KK190007.

DONALD (O. W.) CO.
It's in the bag; here are your old parts which we have replaced with guaranteed new parts. On bag. © O. W. Donald d.b.a. O. W. Donald Co.; 16Mar60; KK189496.

DONALDSON, JOHN SHEARMAN. ©
Major's Raiders, a game of wits and words for teenagers and adults. Sheet. © 24Jul65; KK189284.

DOW CHEMICAL CO. ©
All new oven cleaner with ammonia; one pound. On wrapper. © 12Aug65; KK191266.
Do it, use Saran Wrap for everything; now it costs so little, wraps so easily. [Objects in refrigerator] (In Better homes and gardens, June, 1965, p.115) © 13May65; KK190976.
Drain opener, new pre-measured safety packs; 15 packs; net wt. 7.9 oz. On folding carton. © 1Sep65; KK189906.
Free, this full size, 100 ft. roll of new extra strength Handi-Wrap. (In Duluth herald, May 19, 1965, p.9) © 19May65; KK189831.
Hot new product knocks off the no.1 aerosol oven cleaner; who did it? (In Supermarket news, Aug. 16, 1965, p.23, 24) © 16Aug65; KK190978.
New bathroom cleaner and sanitizer; net wt. 15 oz. Sticker. © 110ct65; KK190975.
909 guaranteed saran web. Folder. © 1Jun65; KK190977.
Polyethylene 862; product information sheet. © 18Jun65; KK189268.
Save 8¢, new extra strength Handi-Wrap. (In The Detroit news, May 5, 1965) © 5May65; KK191265.
Save 8¢ on Handi-Wrap with ... this coupon. (In Fort Wayne journal-gazette, May 5, 1965, p.15A) © 5May65; KK189832.
Try our wonderful new recipe for dirty ovens; oven cleaner. (In Los Angeles times, Oct. 1965, p.2) © 12Sep65; KK191529.

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Why make it so hard on yourself, don't, spray on new Dow oven cleaner. (In Better homes & gardens, May 1965, p.110) © 15Apr65; KK188990.

DOW CORNING CORP. ©
Silastic brand eustachian tube, Donaldson design. Sheet. © 21Oct65; KK191418.

Silastic brand scleral sponge, sugical procedure for retinal detachment. Folder. © 7Oct65; KK191419.

Silastic 390 soft liner assures your patients of lasting denture cushioning comfort. Folder. © 5Nov65; KK191417.

DOW JONES & CO., INC. ©
A fitting symbol for a remarkable situation discovered by media research. (In New York herald tribune, July 21, 1965, p.40) Appl. author: T. E. Callis. © 21Jul65; KK189615.

If you have a sharp pencil, we'll give you something that goes with it; Simmons tabulation pad. (In Chicago daily news, July 28, 1965, p.44) Appl. author: T. E. Callis. © 28Jul65; KK189613.

Is your broker tough, is he wary of rumors, impatient with half-information, does he demand the very latest facts, right now? [Man at machine] (In Time, Dec. 3, 1965, p.181) Appl. author: T. E. Callis. © 3Dec65; KK191743.

Where in the world was your broker on September 1, 1965? (In Time, Sept. 17, 1965, p.115) Appl. author: T. E. Callis. © 17Sep65; KK190446.

Your investments are being influenced here by what's happening there, right now; but how can your broker be in two places at the same time. (In Time, Nov. 5, 1965, p.97B) Appl. author: T. E. Callis. © 5Nov65; KK191186.

DOWSMITH, INC. ©
Glass fiber reinforced epoxy piping systems for the chemical processing industries. 1 v. (Bulletin no.3002-0665) Appl. author: William Maline. © 15Jun65; KK188848.

DRACKETT CO. ©
Everyone knows the cleaning power of ammonia; but, oh, that smell; Windex. (In The Reader's digest, Apr. 1965) Appl. author: Young & Rubicam, Inc. © 22Mar65; KK190752.

Germ City, U. S. A.; one Thursday as Giantgerm zoomed from drain to drain, he heard; Drano. (In The Reader's digest, Apr. 1965, p.314) Appl. author: Young & Rubicam, Inc. © 22Mar65; KK190751.

If you think there's nothing really new in oven care ... you're wrong; Oven-gard. (In Reader's digest, Apr., 1965) Appl. author: Young & Rubicam, Inc. © 22Mar65; KK191324.

This is a magnet, it picks up dust; Endust. (In Readers digest, Apr., 1965) Appl. author: Young & Rubicam, Inc. © 22Mar65; KK191325.

Water always leaves its mark, like this mark of the tide; new Vanish dissolves the stain line. (In The Reader's digest, Apr. 1965, p.203) Appl. author: Young & Rubicam, Inc. © 22Mar65; KK190753.

DRYWALL MANUFACTURING & SUPPLY CO. ©
Need mud? See us. Mr. Mud drywall cement. 25 lbs. net wt. On bag. © 10Oct64; KK189445.

DRYWALL MANUFACTURING & SUPPLY, INC. ©
Mr. Mud spray texture; Mr. Mud drywall cement. (Spray and cement catalog sheet) © 10Oct64; KK189575.

DUPONNET CO. ©
Now we have it ready mixed for you; Dubonnet cocktail. (In Cleveland plain dealer, May 28, 1965, p.22) Appl. author: Otto Kleppner. © 28May65; KK189513.

DUISBERG, FRED C. ©
Cowrie magic, cowrie shells from the ocean deep bring good fortune. Sheet. © 3Jun65; KK188938.

South Seas shell servers. Sheet. © 3Jun65; KK188937.

DUNCAN FOODS CO.
Admiration coffee in the new rip cord can; all you need to open it is a little pull. (In The Houston chronicle, Apr. 29, 1965, section 5, p.1) © Duncan Foods Co., division of Coca-Cola Co.; 29Apr65; KK191140.

Admiration coffee in the new rip cord can; 15¢ off on any size can. (In The Port Arthur news, Apr. 29, 1965, p.13) Appl. author: Clay Stephenson Associates, Inc. © Duncan Foods Co., division of Coca-Cola Co.; 29Apr65; KK189870.

All it takes is a little pull to open our new rip cord can; Admiration coffee. (In The Port Arthur news, May 12, 1965, p.20) Appl. author: Clay Stephenson Associates, Inc. © Duncan Foods Co., division of Coca-Cola Co.; 12May65; KK189871.

Can Santa turn Butter-Nut coffee cans & jars into Christmas toys? Last year ... to over 38,000 boys & girls. (In The San Diego union, Nov. 9, 1965, p.A17) Appl. author: Tatham-Laird & Kudner, Inc. © 9Nov65; KK191220.

Can Santa turn Butter-Nut coffee cans & jars into Christmas toys? Last year ... to over 38,000 boys & girls in children's homes. (In Rockford morning star, Nov. 9, 1965, p.A4) Appl. author: Tatham-Laird & Kudner, Inc. © 9Nov65; KK191221.

Do-it-yourself Astrodome souvenir kit; Maryland Club coffee. (In The Dallas morning news, Sept. 9, 1965, p.6E) © Duncan Foods Co., division of Coca-Cola Co.; 9Sep65; KK191355.

Engraved brass name plaque for your door; warmest touch since the welcome mat; instant Maryland Club coffee. (In Memphis press scimitar, June 16, 1965, p.5) © Duncan Foods Co., division of Coca-Cola Co.; 16Jun65; KK189783.

Good night, they've finally made a decaffeinated coffee that really tastes like coffee; Butter-nut coffee. (In Wisconsin state journal, Madison, Wis., Dec. 7, 1965, p.3) Appl. author: Tatham-Laird & Kudner, Inc. © 7Dec65; KK191760.

Here's something special for our good friends; save 10 cents on your next tin of Maryland Club coffee. (In The Dallas morning news, Sept. 2, 1965, p.19E) © Duncan Foods, division of Coca-Cola Co.; 2Sep65; KK191203.

Is it true what they say about Californians; Butter-nut coffee. (In Grocers journal, Nov. 11, 1965, p.54) Appl. author: Tatham-Laird & Kudner, Inc. © 11Nov65; KK191759.

Join the Butter-Nut Christmas club; help the work of the Butter-Nut coffee Christmas club. Sheet. Appl. author: Tatham-Laird & Kudner, Inc. © 10Oct65; KK191287.

June Travis can't win this new Mustang, but you can; enter the Admiration coffee open road sweepstakes. (In The Port Arthur press, June 9, 1965, p.23) © Duncan Foods Co., division of Coca-Cola Co.; 9Jun65; KK191201.

June Travis can't win this Mustang, but you can; enter the Butter-Nut coffee open road sweepstakes. (In The Telegraph-herald, Dubuque, Iowa, July 13, 1965, p.11) Appl. author: Tatham-Laird & Kudner, Inc. © 13Jul65; KK189055.

Take me to your grocer, enjoy the greatest cup of coffee on earth; Butter-Nut. (In Daily breeze, South Bay, Calif., Sept. 15, 1965, p.39) Appl. author: Tatham-Laird & Kudner, Inc. © 15Sep65; KK190111.

This coffee from Maryland Club gives you rich, full bodied, fresh brewed coffee instantly. (In The Denver post, Aug. 18, 1965, p.56) © Duncan Foods Co., division of Coca-Cola Co.; 18Aug65; KK191202.

This is the kind of silver Maryland Club coffee deserves, that's why we're giving it away. (In The Saturday evening post, Oct. 23, 1965, p.57) © Duncan Foods Co., division of Coca-Cola Co.; 23Oct65; KK191356.

Trade secret; instant Butter-Nut coffee. Folder. © 30Sep65; KK191408.

Welcome to the club; 15¢ off on instant Maryland Club coffee. (In The Dallas morning news, Sept. 16, 1965, p.12E) © Duncan Foods Co., division of Coca-Cola Co.; 16Sep65; KK191357.

DUNCAN PRODUCTS, INC. ©
We are pleased with the high quality manufacturing milk we are getting ... says T. C. Smith, Avalon Cheese Co.; Zero's compact vacuum bulk milk cooler. (In Manufactured milk products journal, Oct. 1965, p.2 of cover) Appl. author: Lloyd P. Duncan. © 10Oct65; KK191785.

DUNHILL INTERNATIONAL, INC. PYRAMID RUBBER CO. See PYRAMID RUBBER CO.

DURA CORP. ©
Convert your bedroom into the most relaxing, most refreshing, most enjoyable room in the house; Select-A-Rest. (In The Cincinnati enquirer, Aug. 1, 1965, p.5-H) © 1Aug65; KK189781.

DURA-LEE CORP. ©
Ground beef; net weight two pounds. (Polyethylene ground beef bag) © 2Aug65; KK191190.

Pure pork sausage; net weight one pound. (Polyethylene sausage bag) © 2Aug65; KK191191.

DURKEE FAMOUS FOODS.
Coconut, flaked, moist; net wt. 3 1/2 oz. On can. © Glidden Co. d.b.a. Durkee Famous Foods; 14Oct64; KK190405.

DURO-TEST CORP. ©
America's toughest extra duty lamps are by Duro-Test. Folder. Appl. author: Michael M. Ruder. © 28Apr65; KK189033.

Drama with Duro-Test spotlights and floodlights. Sheet. Appl. author: Michael M. Rudner. © 26May65; KK189034.

Duro-Test's new Optima full-spectrum fluorescent. Folder. Appl. author: Michael M. Rudner. © 20Jan65; KK189030.

Hour glass fixture and Fluomeric lamp for the quality of beauty and utility. Sheet. Appl. author: Michael M. Rudner. © 19May65; KK191513.

1964 football classic. Folder. Appl. author: Michael M. Rudner. © 18Sep64; KK189031.

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DURO-TEST CORP.-Con.
1965 football classic, begins September 27, 1965, ends January 15, 1966. Folder. Appl. author: Michael M. Rudner. © 22Sep65; KK191516.

1965 football classic official program, begins September 27, 1965, ends January 15, 1966. Folder. Appl. author: Michael M. Rudner. © 8Sep65; KK191514.

1965 national championship. Folder. Appl. author: Michael M. Rudner. © 7Apr65; KK189032.

Now your lighting can match nature's, Optima, the only fluorescent lamp with the quality of natural outdoor light. Folder. Appl. author: Michael M. Rudner. © 20Jan65; KK189028.

On this, the anniversary of your natal day, may we take the opportunity to extend to you our sincerest wishes for a swingin' birthday. Folder. Appl. author: Michael M. Rudner. © 13Jan65; KK189036.

The story behind Optima, the standard. Sheet. Appl. author: Michael M. Rudner. © 20Jan65; KK189029.

Utility lamps, up to 8000 hours of dependable maintenance-free light. Sheet. Appl. author: Micheal M. Rudner. © 17Mar65; KK189035.

With Duro-Test's 7500°K color-classer lamp you save money. Sheet. Appl. author: Michael M. Rudner. © 21Jul65; KK191515.

DUSENBERY (JOHN) CO., INC. ©
The Dusenbery converting engineer blueprints tomorrow's equipment today. (In Package engineering, Aug. 1965, p.93) Appl. author: Maczko-Wehner Advertising. © 1Aug65; KK190075.

DUST VACUUM CORP. ©
DVC brand disposable vacuum cleaner bags. On bag. © 6Aug65; KK190151.

DWELF GREETINGS, LTD. ©
I'm a dwelf, and I'll show you how to be your own card designer. [6 examples of card designs] Sheet. © 15Sep65; KK190712.

E

EPI ASSOCIATES. ©
Play stocks & bonds, you may win up to $100.00 cash; Franklin Airlines Co. Farmer Jack's. Folder. Appl. author: Carmen Casciani. © 28Aug65; KK190709.

E. R. ENTERPRISES.
Printed in color, any Tri-Gray illustration is twice as memorable. Folder. © Ernest Richardson d.b.a. E. R. Enterprises; 12Jun65; KK189005.

E. S. R., INC. ©
Can computers really be fun, Think a dot is a computer game and is fun. On folding carton. (Model no.401) © 27Oct65; KK191756.

EAGLE SHIRTMAKERS. ©
At last, the NRA tromblee! (In The New Yorker, Sept. 4, 1965, p.47) Appl. author: Freeman & Gossage, Inc. © 2Sep65; KK191775.

Gee, it's a tromblee in blue chambray with unregimented stripes! (In The New Yorker, Oct. 2, 1965, p.37) Appl. author: Freeman & Gossage, Inc. © 30Sep65; KK191246.

If you want to look as suave as a 1935 band leader here's your chance. (In The New Yorker, May 29, 1965, p.87) Appl. author: Freeman & Gossage, Inc. © 27May65; KK191032.

Let's here it for Geo. Washington, he's 233 years old. (In The New Yorker, June 12, 1965, p.68) Appl. author: Freeman & Gossage, Inc. © 10Jun65; KK191268.

3 locomotives and a tromblee for dear old listed below. (In The New Yorker, Sept. 18, 1965, p.194) Appl. author: Freeman & Gossage, Inc. © 16Sep65; KK191245

EARLY TIMES DISTILLERY CO. ©
The big one is back in Alabama, so just mention my name; Kentucky straight bourbon whisky. (In Time) © 19Feb65; KK189152.

This is our better half; Kentucky straight bourbon whisky. Sheet. © 15Jan65; KK189533.

Want to make something out of it, the true old-style Kentucky bourbon. Sheet. © 15Dec64 (in notice: 1965) KK189006.

You can say that again. Early times. Sheet. © 17Aug65; KK190613.

EAST-WEST PRINT. CO. ©
Look, you can get over 1,000 extra free gold bond stamps by playing Stamps Unlimited at Williams' Super Valu. Folder. Appl. author: Lyle J. Erickson. © 15Oct63; KK189524.

Play Stamps Unlimited; no numbers to match; everyone wins at Rog & Scotty's Super Valu. Folder. Appl. author: Lyle J. Erickson. © 24Feb65 (in notice: 1963); KK189525.

Play Stamps Unlimited; nothing to write or guess; everyone wins at Williams. Folder. Appl. author: Lyle J. Erickson. © 28Jan64 (in notice: 1963); KK189526.

EASTBURN, K. F. ©
Progression, a card game. Sheet. © 20Jan65; KK189063.

ECHO SPRING DISTILLING CO. ©
All time champion in Indianapolis, Echo Spring Kentucky bourbon. Card. © 10Apr65; KK189302.

EDWARDS, JESSE B. ©
Recoil reducer. Folder. © 8Jun65; KK189098.

EIDSON, ROBERT B.
Fold-a-tee. Sheet. © 4Dec64; KK190076.

EISEMAN, FLORENCE. ©
Don't hog the lounges at the Country Club, Daddy is a member in good standing. [Children on beach lounges] (In The New Yorker, Apr. 3, 1965, p.27) Appl. author: Trahey Advertising, Inc. © 3Apr65; KK190742.

Don't lose your temper with the tempera; Mona Lisa wasn't painted in a day. (In The New Yorker, Aug. 7, 1965, p.9) Appl. author: Trahey Advertising, Inc. © 7Aug65; KK191230.

Don't question a sphinx, you'll never get an answer. (In The New Yorker, Aug. 28, 1965, p.89) Appl. author: Trahey Advertising, Inc. © 28Aug65; KK191465.

If you're playing pin the tail on the donkey, please don't aim for Millicent. (In The New Yorker, Oct. 23, 1965, p.24) Appl. author: Trahey Advertising, Inc. © 23Oct65; KK191466.

EKLABS, INC. ©
Hanzon mechanics soap with pumice and borax; net wt, 3 oz. On wrapper. © 2Aug65; KK189823.

ELCO TOOL & SCREW CORP. ©
Elco aids for home and office. Appl. author: Charles R. Williams. 1965; issue no.
6. © 8Jul65; KK189067.
7. © 30Jul65; KK189354.
8. © 9Nov65; KK191124.
9. © 10Dec65; KK191693.

ELECTROGRAPHIC CORP. ©
Monthly planning schedule; July 1965. Folder. © 25Jun65; KK189973.

Monthly planning schedule; August 1965. Folder. © 25Jun65; KK189974.

Monthly planning schedule; September 1965. Folder. © 23Aug65; KK189972.

Monthly planning schedule; October 1965. Folder. © 23Aug65; KK190174.

Monthly planning schedule; November 1965. Folder. © 18Oct65; KK190800.

Monthly planning schedule; December 1965. Folder. © 18Oct65; KK190799.

ELECTROMARK CORP. ©
Make your mark with Electromark. Sheet. © 13Aug65; KK190411.

EMERSON RUG CO., INC. ©
If you've never bought at Emerson Rug before, now's a good time to start. (In Boston traveler, Oct. 19, 1965, p.24) © 19Oct65; KK191409.

When our salesman shows you this carpet, ignore everything he tells you; this is Matinee by Cabin Crafts. (In The Boston Sunday herald, Oct. 10, 1965, rotogravure magazine section, p.21) © 10Oct65; KK191410.

EMERY INDUSTRIES, INC. ©
Sanitone certified master drycleaner, your clothes care authority. On bag. Appl. author: Howard Swink Advertising, Inc. © 1Aug65; KK190707.

EMPIRE BUILDERS CO. ©
This is not a contest, these 4 cans of famous Armour Star meats can be yours. Folder. Appl. author: Harry Stroiman. © 27Sep65; KK191467.

EMPIRE PENCIL CO. ©
Children love 'em; Pedigree wood covered pencil crayons. (In Parents' magazine & better homemaking, Dec., 1965, p.4 of cover) Appl. author: Joseph M. Bernstein. © 26Nov65; KK191424.

EMPIRE VARNISH CO. WATERLOX DIVISION. ©
New Spot Guard keeps fabrics clean; contents 16 avd. ounces. On wrapper. © 23Aug65; KK191673.

ENDEVCO CORP. ©
Agent P-10, case history 2270; flat charge. (In Aviation week & space techology, Sept. 20, 1965, p.80) © 20Sep65; KK190830.

Agent P-10, case history 2270; intered in P-10's bonded performance, from 452°F to + 750°F. (In Aviation week, Sept. 6, 1965, p.77) © 6Sep65; KK190014.

Agent P-10, case history 2270; my dependability was a matter of record. (In Aviation week & space technology, Sept. 27, 1965, p.74) © 27Sep65; KK190829.

Agent P-10, case history 2270; the code word was stability. (In Aviation week & space technology, Sept. 13, 1965, p.65) © 13Sep65; KK190831.

ENGEL, JACK. ©
Dear Kittie, Herm's a eunuch; Kittie Dinner Treat, a cat feast. (In Utica-observer dispatch (Herald-journal) Mar. 24, 1965) © 24Mar65; KK189635.

EPLEN, MACK. ©
Chicken on the run. Card. Appl. author: Leo Smith. © 15Apr65; KK188944.

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EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. ©
The case of the fractured farm. (In Farm journal, Oct., 1965, p.67) Appl. author: Foote, Cone & Belding. © 17Sep65; KK190983.

Did you know Tom is studying the new math in school? [5 cartoon drawings of man & woman] (In The Atlantic monthly, Sept., 1965, p.37) Appl. author: Foote, Cone & Belding. © 30Aug65; KK190477.

The farm that got in a jam. [House inside of jar] (In Successful farming, Oct. 1965, p.62) Appl. author: Foote, Cone & Belding. © 23Sep65; KK191541.

The farm that went down the drain. [Farmhouse by drain & stopper] (In Farm journal, Nov. 1965, p.20) Appl. author: Foote, Cone & Belding. © 160ct65; KK191542.

For every company's pension needs, Equitable has the right pension program. (In Nation's business, Sept., 1965, p.25) Appl. author: Foote, Cone & Belding. © 1Sep65; KK190475.

Hey, you coming to the hootenanny? Guitar player. (In Colorado daily, Oct. 29, 1965, p.6) Appl. author: Foote, Cone & Belding. © 290ct65; KK191545.

How to stop worrying about key men leaving. [Man asleep in bed] (In The Journal of commerce, Oct. 26, 1965, p.5) Appl. author: Foote, Cone & Belding. © 260ct65; KK190982.

If you could increase your retirement income and decrease your investment worries wouldn't you enjoy retirement more? [Man & woman on boat] (In The journal of commerce, Oct. 5, 1965, p.5) Appl. author: Foote, Cone & Belding. © 50ct65; KK190999.

If you fail to insure your wife, you may deprive your children of a large part of your estate. [Man holding family snapshot] (In The Journal of commerce, Sept. 15, 1965, p.5) Appl. author: Foote, Cone & Belding. © 15Sep65; KK190197.

If you have three apples and you want to divide them among four of you. (In The Kentucky kernel, Nov. 16, 1965, p.6) Appl. author: Foote, Cone & Belding. © 16Nov65; KK191544.

I'm glad you asked that question. [Endorsed by Hiliary Holloway] (In Ebony, Aug. 1965, p.41) Appl. author: Foote, Cone & Belding. © 20Jul65; KK190202.

I'm glad you asked that question. [Endorsed by] Luther Mills. (In Flitcraft courant, Oct., 1965, p.79) Appl. author: Foote, Cone & Belding. © 10ct65; KK190987.

I'm glad you asked that question. [Endorsed by] Marshall Wolper. (In Flitcraft courant, May, 1965, p.19) Appl. author: Foote, Cone & Belding. © 1May65; KK190473.

I'm glad you asked that question. [Endorsed by Mr. & Mrs. Sylvester White] (In Ebony, Sept. 1965, p.59) Appl. author: Foote, Cone & Belding. © 24Aug65; KK190196.

I'm glad you asked that question. [Endorsed by] R. Bradshaw Pulley. (In Insurance, Sept. 4, 1965, p.2) Appl. author: Foote, Cone & Belding. © 4Sep65; KK190998.

I'm glad you asked that question. [Endorsed by Richard L. Dobbins] (In Ebony, Nov. 1965, p.61) Appl. author: Foote, Cone & Belding. © 210ct65; KK191546.

I'm glad you asked that question; Norman Ackerman, CLU, is honor agent of Equitable's North Central Division. (In The Insurance field, June 18, 1965, p.20) Appl. author: Foote, Cone & Belding. © 18Jun65; KK190207.

In January, 1912, Equitable paid the first group insurance claim. [Factory scene] (In The Journal of commerce, Oct. 20, 1965, p.5) Appl. author: Foote, Cone & Belding. © 200ct65; KK190996.

In one policy, the 3 kinds of insurance a young father wants most. [Man with ice cream cones] (In Life, Oct. 29, 1965, p.93) Appl. author: Foote, Cone & Belding. © 250ct65; KK190981.

The indispensable factor, a message from Chairman James F. Oates, Jr. on the 20th anniversary of the Equitable C. L. U. Association. (In Life insurance selling, July 1965, p.33) Appl. author: Foote, Cone & Belding. © 1Jul65; KK190203.

Look what Equitable can do for your pension plan. (In The Journal of commerce, June 21, 1965, p.24) Appl. author: Foote, Cone & Belding. © 21Jun65; KK190476.

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Now you and your wife can have money for life. [Man, woman & boy on ferris wheel] (In Life, Oct. 8, 1965, p.139) Appl. author: Foote, Cone & Belding. © 40ct65; KK191000.

What's read, white and blue, contains the latest estate tax information, and is yours free? Taxtables. (In Trusts and estates, Sept. 1965, p.841) Appl. author: Foote, Cone & Belding. © 20Sep65; KK190201.

What's the picture? [Gypsy scenes] (In Kansas State collegian, Nov. 15, 1965, p.9) Appl. author: Foote, Cone & Belding. © 15Nov65; KK191540.

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Air conditioner accessory kit, 1965 Mustang, six cylinder 170 C.I.D. engine; installation procedure; I.S. 1645. 5 sheets. © 28Sep64; KK190503.
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Universal application; installation kit, mirror, rear view outside; I.S. 1696. Sheet. © 27Nov64; KK190522.

Windshield and back window replacement procedure, butyl tape seal, 1965 Ford and Mercury; I.S. 1690. 8 sheets. © 26Nov64; KK190523.

Wiring assembly, speed control; I.S. 1781. Sheet. © 26Mar65; KK191571.

FORD MOTOR CO. FORD DIVISION. ©
Front bumper; installation kit, guard; I.S. 1707. Sheet. © 18Feb65; KK191587.

Stripe, racing; installation kit; I.S. 1702-A. Sheet. © 17Feb65 (in notice: 1964); KK191548.

FORT HOWARD PAPER CO. ©
If you have a clever idea for a napkin, take it to Fort Howard just like the Sheraton Hotels did. (In U. S. news & world report, Sept. 20, 1965, p.86) © 20Sep65; KK190418.

FOUNTAIN PLATING CO., INC. ©
Fountain Plating Company, Inc. 1 v. Appl. author: Laurence R. Fountain. © 31Aug65; KK190183.

FOX CO. ©
How Servall-Stazdry far surpasses straw and shavings in resistance to fire. Folder. © 18Dec65; KK191688.

FOX RUN CRAFTSMEN. ©
Color Flame kindler starts your fire, colors it too. On wrapper. Appl. author: Kendall S. Ewer. © 19Nov65; KK191242.

Go-go mosquito insect repellent. Contents: 3-4 oz. containers. On wrapper. Appl. author: Kendall S. Ewer. © 250ct65; KK190685.

FRACTIONATION RESEARCH, INC. ©
Fractionation Research, Inc., a co-operative non-profit organization. 20 p. © 13Jul65; KK190182.

FRANZEN GIFTS. ©
Amazing folding fisherman's chair with ice chest and tackle drawer. Sheet. Appl. author: Harold Franzen. © 16Sep65; KK191463.

FREDDI REDDI CORP. ©
Chocolate flavored treat; net weight 11 ozs. avoir. On can. © 2Mar65; KK190935.

FREELANCERS INVENTIONS.
Can't slip eyeglass temple, stem, clips. Card. © Jack A. Curry d.b.a. Freelancers Inventions; 19Jul65; KK190114.

FRESCA, CRESCENT. See WADSWORTH AUTOMATIC TRANSMISSIONS.

FRIEBERG, A.
Mountie watches old timer finish a scale model. See NORTHWEST PAPER CO.

FRIEDLANDER, JOHN D.
A pictorial guide to tooth size in the permanent dentition. Card. © John D. Friedlander & Mack D. Hoch; 15Jul65; KK190558.

FROSTETTS, INC. ©
Fun for the entire family, surfing in the snow; Sno-board. [Children on snowy slope] Sheet. © 15Sep65; KK191741.

FUKUDA, HANAKO. ©
Favorite songs of Japanese children; collected & translated by the editor, Hanko Fukuda; B 123. Record sleeve. © 22Dec64; KK189064.

FUNTASTIC, INC. ©
Jumpin Jupiter, over fifty parts, with the amazing new Go-Go-Gun. On wrapper. © 16Aug65; KK189645.

FUTURE BONDS STAMP CO. ©
Save for the future with future bonds stamps. Folder. Appl. author: Samuel L. Minter. © 25May65; KK191454.

G

G.A.D. & CO. See DICKEL (GEORGE A.) & CO.

G. & C. MERRIAM CO. ©
Success in school starts with this new dictionary and there are 20,000 reasons why; Webster's seventh new collegiate dictionary. (In McCall's, Sept. 1965, p.140) © 25Aug65; KK189774.

GANDY CO. ©
New cranberry bog special broadcast applicator. Sheet. Appl. author: Ebenhard S. Gandrud. © 1Aug65; KK189519.

GARNEAU (JOSEPH) CO.
A hillside only a vintner could love. [Castle towering above vinyards] Sheet. © Anheuser & Fehrs, The Joseph Garneau Co.; 9Aug65; KK190615.

GAUNT INDUSTRIES.
Gaunt Industries now offers you America's largest selection of hypodermic oilers for fine oiling, greasing, cementing. Folder. © Gaunt Industries, Edward E. & Ruth E. Gaunt, co-owners; 250ct65; KK191398.

GAYMONT LABORATORIES, INC. ©
The original Dr. Gaymont's yogourt; net contents 8 fl. oz. On cup. Appl. author: Stephen A. Gaymont. © 10Feb64; KK189965.

Strawberry flavored Dr. Gaymont's yogourt; net contents 8 fl. oz. On cup. Appl. author: Stephen A. Gaymont. © 10Feb64; KK189966.

GEISEL, THEODORE SEUSS.
Dr. Seuss presents Fox in socks, Green eggs and ham; two ... dramatized by Marvin Miller with Marty Gold and his orchestra; CAS-1063. Record sleeve. © Dr. Seuss, pseud. of Ted Geisel; 27Aug65; KK190250.

GENERAL COMMUNICATIONS CO., INC. ©
Record-O-Fone; Record-O-Fone answers your telephone automatically. Folder. © 23Sep65; KK190148.

GENERAL FIREPROOFING CO. ©
GF contract and institutional furniture. Folder. © 1Jul65; KK189544.

GENERAL FOODS CORP. ©
Bugs Bunny says, new pre-sweetened Kool-Aid is more fun than a circus. (In The Reading eagle, June 20, 1965, p.3) Appl. author: Foote, Cone & Belding. © General Foods Corp. & Warner Bros. Pictures, Inc.; 20Jun65; KK189087.

Bugs Bunny says pre-sweetened Kool-Aid is a bigger hit than baseball; makes 2 quarts. (In Examiner, San Francisco, June 6, 1965, p.3) Appl. author: Foote, Cone & Belding. © General Foods Corp. & Warner Bros. Pictures, Inc.; 6Jun65; KK188963.

New for breakfast, Toast'em Pop-Ups. (In Parade (Sunday light, San Antonio), Oct. 24, 1965, p.15) Appl. author: Foote, Cone & Belding. © 240ct65; KK190986.

Save 7¢ on delicious new Toast'em brand Pop-Ups, hot flaky pastry with a real fruit filling. (In Globe-democrat Sunday magazine, St. Louis, Sept. 26, 1965, p.25) Appl. author: Foote, Cone & Belding. © 26Sep65; KK190195.

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From United Delco an improved source of power; the new Delco energizer; E-5000 R59. Poster. Appl. author: Ronald R. Crook. © 16Aug65; KK191628.
Get a free startability check now; United Delco; Delco energizer; E-5000 R59. Poster. Appl. author: Ronald R. Crook. © 16Aug65; KK191632.
Get your copy today, Tom Harmon's sports information book; 1965 football almanac; United Delco. Poster. Appl. author: Ronald R. Crook. © 16Aug65; KK191631.
Here's your Tom Harmon Sports Book Pak; United Delco. Sheet. Appl. author: Ronald R. Crook. © 1Sep65; KK191630.
New, Delco energizer starts cars faster, available here; E-5000 R59. Sticker. Appl. author: Ronald R. Crook. © 20Sep65; KK191626.
New Delco energizer with the Delco eye, available here; E-5000 R59. Sticker. Appl. author: Ronald R. Crook. © 20Sep65; KK191629.
You're invited to the United Delco Delcorama meeting; Delco energizer; E-5000 R59. Poster. Appl. author: Ronald R. Crook. © 16Aug65; KK191627.

GENERAL PLASTICS CORP. ©
Christmas 1965; commercial outdoor Christmas decorations. 35 p. © 10Apr65; KK189105.

GERMAIN'S, INC. ©
Crabgrass killer granular, effective, fast acting post-emergence formula; net wt. 8 lbs. On bag. © 31May65; KK188927.
Dichondra weed control with fertilizer 12-5-5; net contents 1 gallon. On wrapper. © 30Sep65; KK190370.
Rose and flower dust; net weight 10 ounces. On can. © 13Sep65; KK190374.

GILLETTE CO. ©
The bugs are out. Super stainless steel blades. (In The New York times, Nov. 1, 1965, p.61) © 1Nov65; KK190912.
Compliments of some friends; stainless steel blades. (In Armed forces benefit game program, 1965 annual, p.45) © 3Sep65; KK190347.
Don't cross a man off your list till you get him a Gillette gift set; Sun Up. (In The Reader's digest, Dec. 1965, p.24M) © 24Nov65; KK191623.
Don't cross a man off your list till you get him a Gillette gift set; world-famous Gillette adjustable razor with Sun Up after shave. (In McCall's, Dec. 1965, p.77) © 23Nov65; KK191624.
Four great victories in the battle of the beard. [Razors blades] (In The New York times, Oct. 27, 1965, p.55) © 27Oct65; KK190910.
Gillette introduces the razor band. (In Buffalo evening news, Oct. 25, 1965, section 3, p.36) © 25Oct65; KK191306.
Gillette's great new discovery for men; Heads Up hair grooming. (In Chain store age, supermarket executives ed., Aug. 1965, p.121) © 26Jul65; KK189362.
Gillette's new hair grooming discovery for men. Heads up. (In Life, Sept. 24, 1965, p.16) © 20Sep65; KK190710.
Guess who introduces the Super Stainless Steel Blade. [Large port. of man] (In The New York times, Oct. 25, 1965, p.51) © 25Oct65; KK190911.
Now pitching for Gillette; adjustable razor with stainless steel blades. (In Chain store age, supermarket executives ed., Aug. 1965, p.57) © 26Jul65; KK189361.
Techmatic razor with the razor band. 1 v. © 4Oct65; KK191719.
When was the first time Gillette was proud to be second? Sun Up. (In Drug topics, Sept. 6, 1965, p.111-112) © 6Sep65; KK190015.

GLASS (MARVIN) & ASSOCIATES. ©
Gilbert Ride-It Erector; 10801. On folding carton. © 14May65; KK191393.
Jack and the beanstalk, an exciting Schaper game for boys and girls. No.501. On wrapper. © 12Apr65; KK190748.
Monkeys and Coconuts, a funny monkey game for boys & girls; no.402. On wrapper. © 12Apr65; KK190803.

GLEASON CORP. ©
Gleasonite plastic wheels for original equipment. Sheet. © 25Aug65; KK190414.
Gold medal the blades of preference, when extreme ruggedness and durability are necessary. Sheet. © 1Mar65; KK189004.

GLENN ADVERTISING ASSOCIATES. ©
License plate; TSL-466. (In The Record, Oct. 14, 1965, p.9) © 14Oct65; KK190765.

GLIDDEN CO. See DURKEE FAMOUS FOODS.

GLUCK, WILLIAM. ©
Double staple hasp. Card. © 11Nov65; KK191175.

GO-GO PRODUCTS CO. ©
Go-Go sticks for skate boarding. Sheet. Appl. author: William T. Rietzke. © 16Jun65; KK189252.
Go-Go Sticks for skate boarding, on-the-level, a great new sport. Sheet. Appl. author: William T. Reitzke. © 21Jun65; KK189620.

GOBBLE, BERTON T. See BERTON PHOTO-STAMP CO.

GORHAM CORP.
Alencon Gorham, new Alencon sterling. (In McCall's, May 1965, p.25) © Gorham a.a.d.o. Gorham Corp.; 22Apr65; KK188953.
Presenting Alencon, sterling. (In Jewelers' circular-keystone, April 1965, p.94) © Gorham a.a.d.o. Gorham Corp.; 1Apr65; KK188952.

GOSHEN MANUFACTURING CO., INC. ©
Blue ribbon wood ladders. 7 p. © 1Sep65; KK191310.

GOULD MORTGAGE CO. ©
Homeowners arrange a loan by phone, protect your family; family security plan. (In Herald examiner TV weekly, Los Angeles, June 6, 1965, p.45) Appl. author: Jon Byk. © 6Jun65; KK188943.

GRACE BROS. BREWING CO. ©
Hudson House Lager Beer; net contents 12 fluid ounces. On can. © 9Jul65; KK189952.

GRANTHAM, CURTIS O. See XII FOUNTAINS.

GREAT ATLANTIC & PACIFIC TEA CO. ©
Who cares what your family was promised 106 years ago? We care. (In New York journal-American, Oct. 25, 1965, p.7) Appl. author: Gardner Advertising Co., Inc. © 25Oct65; KK191107.

GREAT ATLANTIC & PACIFIC TEA CO., INC. ©
No matter who makes it, if A & P sells it, A & P guarantees it. (In New York journal-American, Oct. 27, 1965, p.28) Appl. author: Gardner Advertising Co., Inc. © 27Oct65; KK191496.
There's a chance your Thanksgiving dinner won't cost you a penny. (In The Evening bulletin, Philadelphia, Nov. 17, 1965, p.55) Appl. author: Gardner Advertising Co., Inc. © 17Nov65; KK191753.
We've loved lots of ladies in our day, you're our latest. (In New York journal-American, Oct. 20, 1965, p.14-15) Appl. author: Gardner Advertising Co., Inc. © 20Oct65; KK191114.
What do you have to be thankful for? (In New York world-telegram and the sun, Nov. 22, 1965, p.11) Appl. author: Gardner Advertising Co., Inc. © 22Nov65; KK191752.
Who cares whether you can be sure the vegetables you buy are Grade A? (In The Sunday bulletin, Philadelphia, Nov. 7, 1965, p.40) Appl. author: Gardner Advertising Co., Inc. © 7Nov65; KK191486.
Who cares whether you get a soup-to-nuts money back guarantee? (In Daily news, New York, Nov. 1, 1965, p.98) Appl. author: Gardner Advertising Co., Inc. © 1Nov65; KK191362.

GREEN GIANT CO. ©
Broccoli frozen in cheese sauce; net weight 10 oz. On folding carton. © 1Nov64; KK190272.
Carrot nuggets frozen in butter sauce; net weight: 10 oz. On folding carton. © 10Oct64; KK190273.
Cauliflower frozen in cheese sauce; net weight 10 oz. On folding carton. © 1Nov64; KK190271.
Corn isn't new, butter isn't new, freezing isn't new, but Niblets corn frozen in butter sauce. (In Sunset, Mar. 1965, p.192-193) Appl. author: Leo Burnett Co., Inc. © 1Mar65; KK190448.
Free, the Jolly Green Giant's giant kite. (In The Kansas City star, Feb. 28, 1965, comic section) Appl. author: Leo Burnett Co., Inc. © 28Feb65; KK190450.
Funny you should mention peas; Le Sueur little baby early peas. (In The New Yorker, Jan. 30, 1965, p.57) Appl. author: Leo Burnett Co., Inc. © 28Jan65; KK190452.
Golden whole kernel corn, country style. Net weight 1 lb. 1 oz. On wrapper. © 25Jul64; KK190718.
Green lima beans; Kounty Kist; net wt. 1 lb. 1 oz. On wrapper. © 10Jan65; KK190724.
Hey, kids, put yourself in the Green Giant's shoes. (In Chicago tribune, June 20, 1965, comic section p.3) Appl. author: Leo Burnett Co., Inc. © 20Jun65; KK190454.
It takes more than a coupon to make a great promotion. (In Supermarket news, Jan. 25, 1965, p.19) Appl. author: Leo Burnett Co. © 25Jan65; KK190455.
The Jolly Green Giant wants to cut you in on a good thing, his new cream style corn. (In TV guide, Feb. 27, 1965, p.A71) Appl. author: Leo Burnett Co., Inc. © 25Feb65; KK190451.
Kitchen sliced green beans frozen in mushroom sauce; net weight 10 oz. On folding carton. © 1Nov64; KK190270.
Le Sueur brand tender green asparagus spears, extra large; net wt. 1 lb. 8 oz. On wrapper. © 20Mar64; KK190717.

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GREEN GIANT CO.-Con.

Le Sueur little baby early peas frozen in butter sauce; net weight: 10 oz. On folding carton. © 15Jun64; KK190275.

Mexicorn whole kernel corn with red & green sweet peppers. Net. wt. 12 oz. On wrapper. © 28Dec64; KK190721.

Mushroom steak sauce. Kounty Kist. Net weight 5 3/4 oz. avoir. On wrapper. © 5Nov64; KK190720.

Pieces and stems mushrooms; Kounty Kist; net drained wt. 4 oz. avoir. On wrapper. © 8Feb65; KK190725.

Shoe peg white corn frozen in butter sauce; net weight: 10 oz. On folding carton. © 1May64; KK190277.

Shoe peg white corn, whole kernel. Net weight 4 lbs. 11 ozs. On wrapper. © 25Aug64; KK190719.

Spinach frozen in cream sauce; net weight 10 oz. On folding carton. © 1Nov64; KK190269.

Sweet peas. Kounty Kist. Net wt. 1 lb. 1 oz. On wrapper. © 10Jan65; KK190723.

Sweet peas frozen in cream sauce; net weight 10 oz. On folding carton. © 1Nov64; KK190268.

Sweet peas with tiny whole onions frozen in butter sauce; net weight: 10 oz. On folding carton. © 1Dec64; KK190267.

Use the coupon and save a smooth 7¢ on the creamiest; golden sweet corn, cream style. (In Fort Wayne news-sentinel, Jan. 20, 1965, p.5C) Appl. author: Leo Burnett Co., Inc. © 20Jan65; KK190453.

Whole spear asparagus frozen in butter sauce; net weight: 9 oz. On folding carton. © 13Mar64; KK190276.

Why slice a bean on a slant? (In TV guide, Feb. 20, 1965, p.A69) Appl. author: Leo Burnett Co., Inc. © 18Feb65; KK190449.

Young medium small early peas. Kounty Kist. Net wt. 1 lb. 1 oz. On wrapper. © 5Jan65; KK190722.

Young tender mixed vegetables frozen in butter sauce; net weight 10 oz. On folding carton. © 10Sep64; KK190274.

GRIESINGER, W. H. ©

America's most perfect health nurser; the True Health nipple. Sheet. © 6Apr55; KK190162.

GROSS, CHARLES.

Vel-vette. See MICHEL'S DESIGNS, INC.

GROSS (HERBERT) ASSOCIATES. ©

The original lucky Kabunga, the king of the surf 'n skateboards. Folder. © 1Jul65; KK188933.

GROSS-BERING, IRMI ANN.

Birthday candleholder, another hand-painted original by Irmi. On folding carton. © Irmi a.a.d.o. Irmi Ann Gross-Bering; 18Jan65; KK190136.

Drummer boy; hand painted toothbrush holder; no.505. On folding carton. © Irmi a.a.d.o. Irmi Ann Gross-Bering; 18Jan65; KK189820.

Humpty-Dumpty; hand painted toothbrush holder; no.506. On folding carton. © Irmi a.a.d.o. Irmi Ann Gross-Bering; 18Jan65; KK189798.

Humpty Dumpty; musical toothbrush holder; no.509. (Musical revolving toothbrush holder box) On folding carton. © Irmi a.a.d.o. Irmi Ann Gross-Bering; 18Jan65; KK189969.

Koko, the clown; hand painted toothbruth holder; no.504. On folidng carton. © Irmi a.a.a.d.o. Irmi Ann Gross-Bering; 18Jan65; KK189797.

Nursery wall plaque; handpainted 3 dimensional. On folding carton. © Irmi a.a.d.o. Irmi Ann Gross-Bering; 18Jan65; KK190137.

Switch plate; handpainted. On folding carton. © Irmi a.a.d.o. Irmi Ann Gross-Bering; 18Jan65; KK190135.

GROUT, M. C.

The stake clamp. See GROUT (M. C.) CO.

GROUT (M. C.) CO. ©

The stake clamp; now, build your own curb and sidewalk forms. Sheet. Appl. author: M. C. Grout. © 30Sep65; KK190885.

GUARDIAN LIGHT CO. ©

Tri-Light assembly by Guardian Light, a new lighting system to brighten your used car sales. (In Automotive news, Feb. 15, 1965) Appl. author: James T. Monroe. © 15Feb65; KK190417.

GUGGENHEIM (KARL) INC.

Plastic dance bands. Card. © K. G., Inc. whose a.a.d. is Karl Guggenheim, Inc.; 8Jul65; KK189601.

H

HAASE (WILBERT W.) CO. ©

Quality assurance; the Wilbert burial vault. Folder. (Bulletin no.2: Research & development) Appl. author: John J. Jameson & Edward R. Andrus, Jr © 22Apr65; KK189141.

Quality assurance; the Wilbert burial vault. Folder. (Bulletin no.4: Inspection & controls) Appl. author: John J. Jameson & Edward R. Andrus, Jr. © 22Apr65; KK189139.

Quality assurance; the Wilbert burial vault. Folder. (Bulletin no.5: Production) Appl. author: John J. Jameson & Edward R. Andrus, Jr. © 22Apr65; KK189140.

Quality assurance; the Wilbert burial vault. Folder. (Bulletin no.6: Service) Appl. author: John J. Jameson & Edward R. Andrus, Jr. © 22Apr65; KK189137.

Quality assurance; Wilbert Continental burial vaults. Folder. (Bulletin no.3: Advertising & sales promotion) Appl. author: John J. Jameson & Edward R. Andrus, Jr. © 22Apr65; KK189138.

Quality assurance; Wilbert Triune burial vault. Folder. (Bulletin no.1: Leadership) Appl. author: John J. Jameson & Edward R. Andrus, Jr. © 22Apr65; KK189142.

HADCO ALUMINUM PRODUCTS CO. ©

Lighting by Hadco; the Architecturals 6000 extra large lanterns. 4 p. © 15Jul65; KK189169.

Lighting by Hadco; the Georgian series. 4 p. © 31Aug65; KK189777.

Outdoor lighting by Hadco; the Old English, series 1100. 4 p. © 9Aug65; KK189428.

HAMILTON COSCO, INC. ©

The age of discovery; juvenile products. 1 v. © 10May65; KK188878.

HAMM (THEO.) BREWING CO. ©

Do not open until thirsty. Poster. Appl. author: Campbell-Mithun, Inc. © 1Dec64; KK189821.

HAMMOND ORGAN CO. ©

Amazing musical instrument for people who just don't have much time to practice. (In The Saturday review, July 24, 1965, p.19) Appl. author: Rembert O. Brown. © 24Jul65; KK189269.

Amazing new musical instrument for people; the Hammond K-111. (In Ebony, Sept. 1965, p.11) Appl. author: Rembert O. Brown. © 1Sep65; KK189907.

The exciting new E-200 series Hammond organ is right for almost any institutional need. (In Christian advocate, Nov. 18, 1965, p.5) Appl. author: James J. Drain. © 18Nov65; KK191532.

Hammond Organ Company presents another in a series of messages recognizing the contributions of outstanding teachers. [Endorsed by Mary Boutilier] (In Musart, June 1965, p.3) Appl. author: Rembert O. Brown. © 1Jun65; KK189089.

How good is my Hammond organ franchise? We've added four branch stores. [Endorsed by William T. English] (In PTM, Aug. 1965, p.21) Appl. author: James J. Drain. © 1Aug65; KK190192.

If you can't play a note but wish you could, send for this free record. (In The Saturday review, Nov. 13, 1965, p.21) Appl. author: James J. Drain. © 13Nov65; KK190980.

The new E series Hammond organ offers Hammond dealers a big exclusive in the important low-price console market. (In Piano trade magazine, Oct., 1965, p.31) Appl. author: James J. Drain. © 10Oct65; KK190988.

The new H-100 series Hammond organ assures the greater share of the step-up market for Hammond dealers. (In PTM, Nov. 1965, p.15) Appl. author: James J. Drain. © 1Nov65; KK191534.

The new K-100 series Hammond organ opens a whole new market for Hammond dealers. (In Piano trade magazine, Sept., 1965, p.29) Appl. author: James J. Drain. © 1Sep65; KK190478.

The newest organ in Canterbury Cathedral is a Hammond. (In Christian advocate, Aug. 12, 1965, p.5) Appl. author: Rembert O. Brown. © 12Aug65; KK189602.

Our committee was convinced the new Hammond Grand 100 sounded just like another organ costing many thousands more. [Endorsed by] Rev. Wilson Forbush. (In The Improvement era, Nov., 1965, p.1017) Appl. author: James J. Drain. © 1Nov65; KK190990.

Over 1700 schools already have Hammond organs. (In Music educators journal, Feb.-Mar. 1965, p.125) Appl. author: Rembert O. Brown. © 1Feb65; KK189121.

Two brillant new ways to enrich your home with music; the Hammond organ, the Hammond piano. (In Saturday review, Apr. 24, 1965, p.11) Appl. author: Rembert O. Brown. © 24Apr65; KK189123.

What's so traditional about the Hammond Grand 100 organ? (In The Diapason, June 1965, p.21) Appl. author: Rembert O. Brown. © 1Jun65; KK188962.

Why there's never been a better year to buy a Hammond organ. (In Life, Aug. 27, 1965, p.46-47) Appl. author: James J. Drain. © 27Aug65; KK190208.

Winners of the new Downbeat poll. [Endorsed by Jimmy Smith] (In International musician, Aug. 1965, p.13) Appl. author: Rembert O. Brown. © 1Aug65; KK189833.

You don't give a Hammond organ for Christmas, you give it for a lifetime. (In Sunset, Dec. 1965, p.81) Appl. author: James J. Drain. © 1Dec65; KK191531.

You needn't be a professional to play it, but you're apt to sound like one; the Hammond E-111. (In Saturday review, Aug. 21, 1965, p.5) Appl. author: James J. Drain. © 21Aug65; KK189908.

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HANDY-ANDY, INC.
White sandwich enriched bread; net wt. 1 1/2 lbs. On wrapper. © 19Aug65; KK190073.

HANNAN, M. KIND. ©
Holo; this is a game of skill. Folder. © 17Aug65; KK190016.

HARPER (I. W.) DISTILLING CO. ©
It's always a pleasure, I. W. Harper. (In U. S. news & world report, Sept. 20, 1965, p.4 of cover) Appl. author: Otto Kleppner. © 20Sep65; KK190535.

HARRIS (D. P.) HARDWARE & MANUFACTURING CO., INC. ©
Skate boards. Sheet. © 15Jun65; KK189691.

HARRISON, PETER, JR. ©
Plus, or minus? Query polarity test paper gives the answer. Sheet. © 20Jul65; KK189167.

HARSCO CORP. PATENT SCAFFOLDING CO.
See PATENT SCAFFOLDING CO.

HARTSELL LABORATORIES, INC. ©
Free, present this coupon at store below for free jar. Miracle jewelry cleaner. Slip. (Ord-cpn, no.3) Appl. author: Harold E. Hartsell. © 1Jun65; KK190643.
A gift for the graduate free, no purchase necessary. Miracle jewelry cleaner. Slip. (Ord-cpn cert., no.4) Appl. author: Harold E. Hartsell. © 1Jun65; KK190644.

HARTZ MOUNTAIN PRODUCTS CORP. ©
Birdie chew-ring, exerciser, play toy, beak sharpener; no.125. Card. © 1Mar65; KK188925.
Itch-stop dog lotion, relieves itching and scratching; net contents 8 fluid oz. 2 stickers. © 1Sep65; KK191813.
Luster bath for cats with lanolin; net contents 8 fluid oz. 2 stickers. © 1Sep65; KK191818.
Luster bath with lanolin, needs no water; net contents 8 fluid oz. 2 stickers. © 1Sep65; KK191817.
Medicated ear wash for dogs; net contents 6 fluid oz. 2 stickers. © 1Sep65; KK191816.
Rid flea, dog shampoo, cleans, beautifies; net contents 8 fluid oz. 2 stickers. © 1Sep65; KK191815.
Rid tick concentrated tick-wash for dogs; net contents 3 fl. oz. 2 stickers. © 10ct65; KK191819.
Seed cup with mirror and perch; no.113 Card. © 1Mar65; KK188924.
Show Off, coat conditioner for all dogs; net wt. 6 oz. avoir. On wrapper. © 17May65; KK190774.
Stain-remover, cleans, disinfects, deodorizes; net contents 1 pint. Sticker. © 1Sep65; KK191814.
Yummie chewing shoe; no.495. Card. © 10ct65; KK191482.
Yummie french fried rawhide your dog will enjoy hours of tasty chewing enjoyment; net wt. 5 oz. avoir. Folder. © 10ct65; KK191800.
Yummy, smack, cheers, vive la difference, that's profit talk. (In Chain store age, July 1965, p.237) © 5Jul65; KK191491.

HARVEY FAMOUS NAME CARTOONS.
The new Casper, the friendly ghost, sewing cards; 6060:100; 14 punched cards and tipped yarns. Authorized ed. Saalfield. On box. © Harvey Famous Cartoons a.a.d.o. Harvey Famous Name Cartoons; 12May65; KK189446.

HASSENFELD BROS., INC. ©
Dolly Darlings, Hat Box Series, the Darlings of TV. On wrapper. © 30Apr65; KK189010.

HAUSE MACHINES, INC. ©
Power estimator. © 15Aug65; KK190768.

HAWAIIAN LUAU FOODS CORP. ©
Pupu, Hawaiian for hors d'oeuvres. [Primitive designs on background] On bag. © 1Nov65; KK190903.

HAWKINSON (PAUL E.) CO. ©
Buffing rasp bands; no.1. Sheet. Appl. author: Raymond P. Hawkinson. © 29Jul65; KK190159.
Lug type treads for truck 1 1/4 - 1 3/4" flange. Sheet. Appl. author: Raymond P. Hawkinson. © 4Aug65; KK189426.
Taper-Lok rubber rivets; no.4. Sheet. Appl. author: Raymond P. Hawkinson. © 29Jul65; KK190157.
Taper-Lok rubber rivets; no.8. Sheet. Appl. author: Raymond P. Hawkinson. © 29Jul65; KK190158.
Taper rasp hubs and bands. Sheet. Appl. author: Raymond P. Hawkinson. © 29Jul65; KK190156.

HAYES, GEORGE.
It beats as it sweeps, as it cleans, yeah, yeah, yeah; Hoover convertible. (In Minneapolis star, July 13, 1965, p.7B) © George Hayes, pseud. of George E. Carlson, Jr. & Susan C. Hayes; 13Jul65; KK189805.

HAYES, SUSAN C. See HAYES, GEORGE.

HAYGEMAN (R. M.) CO. ©
Roberts box clip. Folder. NM: revision & addition. Appl. author: Robert M. Haygeman. © 8Dec65; KK191483.

HEATH (L. S.) & SONS, INC. ©
Almond bonté. Net wt. 4 oz. On folding carton. © 200ct65; KK190471.

HEDRICH, CHARLES J. ©
Le cap de banquette; Cubs, the doubleheader chewing gum. Sheet. © 22Jul65; KK190130.

HEIKES (JOHN) ENTERPRISES. ©
Instant Bingo; card no.1. NM: revision. © 20Aug65; KK191394.

HERBST SHOE MANUFACTURING CO. ©
This little piggy said ouch; the steps to proper foot health, 24 p. © 15May65; KK191118.

HERCULES POWDER CO. ©
Hercosplit 1 and Hercosplit WR. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 17Jun65; KK189143.
Millidet, Hercules static-resistant short period delay electric blasting cap. Folder. (Explosives technical data) Appl. author: J. J. O'Neill. © 30Jun65; KK189151.
Now 3 Herculok shells to choose from. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 9Nov65; KK191315.
Packaging features of Hercules high explosives and blasting agents. Folder. (Explosive technical data) Appl. author: J. J. O'Neill. © 1Jul65; KK189244.
Safety fuse. Folder. (Hercules explosives technical data) Appl. author: James J. O'Neill. © 30Sep65; KK190891.
Self-disarming caps and boosters. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 8Nov65; KK191317.
Superdet, Hercules static-resistant delay electric blasting cap. Folder. (Explosives technical data) Appl. author: J. J. O'Neill. © 23Jun65; KK189144.
Titan booster 25. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 14Jun65; KK189103.
Vibronite B and Vibronite B-1. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 8Nov65; KK191316.
Vibronite S, Vibronite S-1 and Vibronite S primers. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 9Nov65; KK191314.

HERMARK CORP. ©
Caleche, it's all a woman needs to wear. (In The New Yorker, Oct. 2, 1965, p.18) © 20ct65; KK190355.

HERMITAGE PRESS.
Memoirs and records of school years. (School years, memoirs and records) [House, report card, mortarboard & diploma; cover design] Print. Author of the print: W. Bradley Twitty. © Hermitage Press; 15Jul65; K75331.

HERTZ SYSTEM, INC. ©
Call Hertz for the quickest, most efficient way to reserve a car almost anywhere in the world. (In Official airline guide, Aug. 1965, p.4 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 1Aug65; KK189321.
Get a new lease on your business from Hertz truck lease. (In National bottler's gazette, Nov., 1965, p.160) Appl. author: Norman, Craig & Kummel, Inc. © 250ct65; KK190928.
Golfers, drive off with a Hertzuburban special rate; rent a car. (In Woodbury daily times, June 8, 1965, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 8Jun65; KK189250.
Hertz brings you great service, shiny new Chevrolets and other fine cars anywhere in the world; rent a car. (In Air travel, Aug. 18, 1965, p.2 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 18Aug65; KK190769.
Hertz get away rates are now on in New York; Hertz free wheeling plan lets you drive all the miles you want. (In The New York times, July 12, 1965, p.31) Appl. author: Norman, Craig & Kummel, Inc. © 12Jul65; KK189186.
Hertz get away rates are now on in New York; need the car for business. (In The World telegram & sun, July 12, 1965, p.2) Appl. author: Norman, Craig & Kummel, Inc. © 12Jul65; KK189185.
Hertz get-away rates are now on in New York, take the kids to the beach today; rent a car. (In New York world telegram and sun, June 23, 1965, p.15) Appl. author: Norman, Craig & Kummel, Inc. © 23Jun65; KK188851.
Hertz get away rates are now on in New York; working late. (In The New York times, July 13, 1965, p.50) Appl. author: Norman, Craig & Kummel, Inc. © 13Jul65; KK189187.
Hertz has a come-on a guarantee no less. (In The New Yorker, Oct. 30, 1965, p.89) Appl. author: Norman, Craig & Kummel, Inc. © 300ct65; KK190929.
A Hertz reservation is the shortest distance between your plane and car; fly, drive. [Man flying into car seat from plane] (In Newsweek, Sept. 27, 1965, p.47) Appl. author: Norman, Craig & Kummel, Inc. © 27Sep65; KK190927.

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HERTZ SYSTEM, INC.-Con.
How Hertz certified service helps vacationing families; rent a car. (In Official airline guide annual supplement, Aug. 1965, p.3 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 1Aug65; KK189792.
How Hertz keeps parents walking on air all day at the Fair. Hertz rent a car. (In The Westsider, Spring, 1965, p.32) Appl. author: Norman, Craig & Kummel, Inc. © 1Mar65; KK190648.
How Hertz offers greater economy to vacationing families. (In Official airline guide, Aug. 1965, p.2 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 1Aug65; KK189322.
Land at Butler Aviation, take off with Hertz. Hertz rent a car. (In Business & commercial aviation, July, 1965, p.97) Appl. author: Norman, Craig & Kummel, Inc. © 1Jul65; KK190649.
Lightning Hertz service is the secret of quick getaways at the airport; rent a car. (In The Phoenix gazette, July 20, 1965, p.17) Appl. author: Norman, Craig & Kummel, Inc. © 20Jul65; KK190302.
Love it, and leave it; now leave your Hertz car in most major cities at no extra cost. [Man flying into seat of car] (In Flightime, Oct., 1965, p.28) Appl. author: Norman, Craig & Kummel, Inc. © 10ct65; KK190926.
Midwest Shakespeare vacation for two, all for $74; rent a car. (In Cue, Aug. 28, 1965, p.17) Appl. author: Norman, Craig & Kummel, Inc. © 28Aug65; KK190771.
The most important thing you can do this weekend, get home safely. (In The New York times, July 1, 1965, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 1Jul65; KK189188.
Now you can leave your Hertz car in any major city at no extra cost. (In Official airline guide, North American ed., June, 1965, cover) Appl. author: Norman, Craig & Kummel, Inc. © 1Jun65; KK190641.
They don't send you out of town to fail; let Hertz put you in the driver's seat. (In The New York times, Nov. 16, 1965, p.27) Appl. author: Norman, Craig & Kummel, Inc. © 16Nov65; KK191708.
What makes a Hertz reservation the shortest distance from plane to rent a car? (In Venture, Aug. 1965, p.6) Appl. author: Norman, Craig & Kummel, Inc. © 20Jul65; KK189485.
What's in a name? Rent a car. (In The New York times, June 27, 1965, p.S-17) Appl. author: Norman, Craig & Kummel, Inc. © 27Jun65; KK188852.
When it comes to bridge day special rates, Hertzuburban is trumps; rent a car. (In Woodbury daily times, May 25, 1965, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 25May65; KK189248.
Who's using the scissors? Rent a car. (In The New York times, July 11, 1965, p.S15) Appl. author: Norman, Craig & Kummel, Inc. © 11Jul65; KK189448.

HICKS, ALMON R. ©
Fresh, hot delicious popcorn, make safety first, make it last; accident makers. On bag. © 27Jun65; KK188919.

HILLANDALE FARMS, INC. ©
Daisy Lane grade A, medium eggs; three dozen. On folding carton. © 16Feb65; KK189107.

HILLS BROS. COFFEE, INC. ©
Head for the Hills; regular grind coffee. Sheet. © 27Aug65; KK190383.
Head for the Hills, flavor so unbeatable, it's reheatable. Card. © 27Aug65; KK190381.
Instant Hills Bros. coffee. Sheet. © 8Jun65; KK190380.
Regular grind coffee. Sheet. © 27Aug65; KK190382.
Regular grind coffee; net weight 20 pounds. (Urn label) Sticker. © 14Jul65; KK191796.
Single cup serving instant Hills Bros. coffee. (Single serving label) On bag. © 24Nov65; KK191795.
Today, flavor so unbeatable, it's reheatable; regular grind coffee. Sheet. © 27Aug65; KK190384.

HILTI FASTENING SYSTEMS. ©
DX 100-L piston drive tool selector chart. Card. © 13Feb61; KK188909.
DX 100-L power piston drive tool. Folder. © 1Dec61 (in notice: 1960); KK188905.
DX 500 power piston drive tool contractors and industrial users net prices. (Price sheet H-107B) © 18Jan64; KK188903.
DX500 safe piston drive tool selector chart. Card. © Hilti, Inc. a.k.a. Hilti Fastening Systems; 12Feb64; KK188894.
Fasteners for steel. Sheet. © Hilti, Inc. a.k.a. Hilti Fastening Systems; 17Feb64; KK188893.
Hilti at the World's Fair. Folder. © 15Jul64; KK188904.
Hilti fastens with safety into concrete; selector chart. Card. © 8Feb61; KK188907.

HILTI, INC. ©
Here is how to fasten directly into concrete ... Hilti model T-25H. Folder. © 15Jan59; KK188906.

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HILTI RAPID FASTENING SYSTEMS. ©
Hold everything; now fasten everything with ... DX 100-L power piston drive tool. Folder. © 22Jul60; KK188908.

HILTON SEAFOODS CO., INC. PET FOODS DIVISION.
Catchy chicken cat soup; net weight 8 oz. On wrapper. Appl. author: Vernon B. Hunt. © Hilton Seafoods Co., Inc. (in notice: Pet Foods Division, Hilton Seafoods Co., Inc.); 120ct65; KK190797.

HIRSH (S. A.) MANUFACTURING CO. ©
Create more storage space anywhere in your home. Shelv-it-all. Sheet. Appl. author: David Shulman. © 20Jun65; KK190681.
Deluxe Hirshline prices and specifications. Folder. Appl. author: David Shulman. © 12Jul65; KK190683.
Economy shelv-it-all prices and specifications. Folder. Appl. author: David Shulman. © 12Jul65; KK190682.

HOCH, MACK D.
A pictorial guide to tooth size in the permanent dentition. See FRIEDLANDER, JOHN D.

HODES-DANIEL. ©
More and more families are discovering Tele-money-plan. Folder. Appl. author: Jean Reiser. © 210ct65; KK190597.
Sterling is a new automobile. Appl. author: Jean Reiser. © 24Sep65; KK190142.
Sterling is holiday planning. Appl. author: Jean Reiser. © 24Sep65; KK190141.
Tele-money-plan membership invitation card. Card. Appl. author: Jean Reiser. © 210ct65; KK190598.

HODES-DANIEL CO., INC. ©
When people talk money. [Grocery store scene] Folder. Appl. author: Jean Reiser. © 1Jul65; KK189052.
When people talk money. [Lifeguar talking to woman] Folder. Appl. author: Jean Reiser. © 1Jul65; KK189050.
When people talk money. [School bus driver talking to woman] Folder. Appl. author: Jean Reiser. © 1Jul65; KK189051.
When people want to talk money, Domestic speaks their language. [Christmas scene with Santa Claus & children] Sheet. Appl. author: Jean Reiser. © 16Nov65; KK191384.
When people want to talk money, Domestic speaks their language. [Couple paying bills] Sheet. Appl. author: Jean Reiser. © 1Dec65; KK191383.
When people want to talk money, Domestic speaks their language. [Man showing turkey to family] Sheet. Appl. author: Jean Reiser. © 210ct65; KK191385.

HOLIDAY RECORDS.
Sounds around New Orleans. See CARR ENTERPRISES.

HOLLAND-RANTOS CO., INC. ©
Hands & face moist towelettes for daily year 'round family use; 25 individually foil wrapped. On folding carton. © 200ct64; KK191328.

HOLM, REINHARDT. ©
Sal. 1 v. © 8Nov65; KK191052.

HONEY TOY INDUSTRIES, INC. ©
X-ray spex. Card. NM: additions. © 27Aug65; KK190074.

HOOK, J. N.
Individualized English set H. See FOLLETT PUB. CO.

HORN & HARDART BAKING CO. ©
Get total flavor! Automat gilt edge coffee. (In The Philadelphia inquirer, Oct. 14, 1965, p.14) Appl. author: Clements Co., Inc. © 140ct65; KK190890.

HOSE ACCESSORIES CO. ©
Get the most from your equipment, use dependable Le-Hi hose couplings and valves. (Le-Hi self mailer AD-665) Folder. Appl. author: Albert T. Dewees. © 19Jul65; KK189631.

HUDGEONS E-Z PRODUCTS, INC. ©
Pictorial coin grading guide. On folding carton. © 11May65; KK188879.
Treasure hunt for coins with electric automatic Scan-O-Matic coin viewer. Sheet. © 11May65; KK189106.
Treasure hunt for coins with ScanO-matic coin viewer. Sheet. © 1May65; KK189299.

HUMBLE OIL & REFINING CO. ©
For happy motoring this long weekend put a tiger in your tank. [Children, tent & packed car] Enco. (In Times, Los Angeles, Aug. 29 1965, p.10) © 29Aug65; KK190578.
Going, going, almost gone in the big tiger-in-the-tank sweepstakes. Enco. (In Life, July 2, 1965, p.R12) © 28Jun65; KK189237.
Meet the chaps who won the "Indy 500." (In Sports illustrated, Sept. 13, 1965, p.16) © 9Sep65; KK190576.

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Put a tiger in your tank; Freddy, one tiger in this car is enough. [Girl & boy in car] Enco. (In Times, Los Angeles, Aug. 8, 1965, p.9) © 8Aug65; KK190579.

Put a tiger in your tank; makes even '23's skiddoo; Enco. (In Dallas times herald, May 18, 1965, p.4-A) © 18May65; KK189238.

Put a tiger in your tank; only siren in the county that roars. Enco. (In Houston chronicle, July 1, 1965, section 1, p.16) © 1Jul65; KK189239.

Put a tiger in you tank; we hear it gives you more passing power. [Children with football talking to tiger] Enco extra. (In Times, Los Angeles, Sept. 12, 1965, p.9) © 12Sep65; KK190575.

Tiger sweepstakes winners; first winners' list now posted; put a tiger in your tank. Enco. (In Houston chronicle, June 24, 1965, section 4, p.24. © 24Jun65; KK189240.

To my friend the Tiger, thanks for all your help in the ... races and at "Indy;" take a tip from Jimmy Clark, new world champion. [Endorsed by Jimmy Clark] Esso. (In Sports illustrated, Sept. 27, 1965, p.6) © 23Sep65; KK190577.

HUMMELL (H. E.) CO.
Sunburst rug and fabric cleaner. Sheet. © H. E. Hummell d.b.a. H. E. Hummell Co.; 26Feb65; KK189007.

HYDE TOOLS.
Measure-Zum estimator rule. Card. © Hyde Manufacturing Co. d.b.a. Hyde Tools; 40ct65; KK191179.

I

ITT CANNON ELECTRIC, INC.
Cannon assurance of total value for your purchase; Schweber electronics your source for Cannon connectors. (In Electronic design, Feb. 3, 1964, p.81) © ITT Cannon Electric, Inc., a subsidiary of International Telephone and Telegraph Corp.; 3Feb64; KK189939.

Then there was one, Cannon's new KV/PV series. (In Electronics, Mar. 13, 1964, p.65) © ITT Cannon Electric, Inc., a subsidiary of International Telephone and Telegraph Corp.; 13Mar64; KK189942.

Why work on both sides, when one side will do; Little Caesar rear release system. (In Electronic design) © ITT Cannon Electric, Inc.; 13Apr64; KK189940.

You save with Weldcon; Cannon plugs with weldable contacts. (In Electronic packaging & production, Jan. 1964, p.38) © ITT Cannon Electric, Inc., a subsidiary of International Telephone & Telegraph Corp.; 15Jan64; KK189941.

IDEAL TOY CORP. ©
Betsy Baby, she drinks, wets & cries real tears; no.1125-4. On box. © 1Mar65; KK190398.

Dodi, Pepper's friend. On folding carton. © 1Mar65 (in notice: 1964); KK189991.

Princess Patty doll house furniture; 4521-1, bathroom. On folding carton. © 1Mar65; KK189593.

Tammy, the teen-age doll you love to dress. On folding carton. © 1Mar65; KK190711.

Tammy's little sister, Pepper; a pre-teen doll just like you; no.9350-0. On folding carton. © 1Mar65 (in notice: 1964); KK191718.

IMPACT AD, INC. ©
Tower crane; capacity chart; specifications. Appl. author: Joseph F. Rupp. © 18Jan65; KK189288.

IMPERIAL OIL & GREASE CO., INC. ©
Molub-Alloy, the metallic lubricant, is being used in this small area of your plant; why? Folder. © 180ct65; KK190569.

IMPERIAL RECORDS, INC. ©
Dixieland festival; Oscar Papa Celestin; 9234. Record sleeve. © 10May63; KK189697.

Fats Domino, Walking to New Orleans; LP-9227. Record sleeve. © 11Mar63; KK189694.

Jazz festival; Lester Young; 9233. Record sleeve. © 10May63; KK189698.

Leaning on Jesus; King Narcisse; 9236. Record sleeve. © 10May63; KK189695.

Lou Blackburn, jazz frontier; LP 9228. Record sleeve. © 13Apr63; KK189699.

Organ eyes; Tyrone Parsons; 9231. Record sleeve. © 10May63; KK189700.

Rick Nelson million sellers; 9232. Record sleeve. © 10May63; KK189701.

The rising surf; Richie Allen and the Pacific Surfers; LP9229. Record sleeve. © 11Mar63; KK190430.

Solid gold hits; Fats Domino; 9230. Record sleeve. © 13Apr63; KK189702.

Yodeling; Slim Whitman; 9235. Record sleeve. © 10May63; KK189696.

INCO. See INTERNATIONAL NICKEL CO., INC.

INDEPENDENT TELEVISION CORP. ©
Fireball XL5 game; 4422. Milton Bradley Co. On wrapper. © 30Dec63 (in notice: 1964); KK189247.

INDUSTRIAL PRODUCTS CO. ©
New IPCO Air Weave rainwear tailored for rugged jobs, super tough line resists punishment of abrasion. Sheet. © 3May65; KK188959.

INLAND HOMES CORP. ©
No bent nails in the 2nd half. (In Practical builder, July 1965, p.167) © 1Jul65; KK189003.

INTERNATIONAL NICKEL CO., INC. ©
Give your new Chevrolet, or your new Ford ... extra elegance with nickel stainless steel wheel covers. (In Life, Oct. 1, 1965, p.54) © Inco, International Nickel a.a.d.o. International Nickel Co., Inc.; 27Sep65; KK190304.

How can we help you in Belgium, Canada, France, Germany, India, Italy? (In Foreign affairs, an American quarterly review, July 1965, p.A-6) © International Nickel, Inco a.a.d.o. International Nickel Co., Inc.; 18Jun65; KK188964.

Nickel stainless steel keeps scuffs and scratches from marring beauty of a new door. (In Life, Sept. 10, 1965, p.99) © Inco, International Nickel a.a.d.o. International Nickel Co., Inc.; 6Sep65; KK190212.

Used 50 times, served 1500 cups, and the nickel stainless steel has never been polished. (In Life, Oct. 8, 1965, p.126) © Inco, International Nickel a.a.d.o. International Nickel Co., Inc.; 40ct65; KK191004.

When the washer tub is nickel stainless steel, your laundry is fresh, sweet, sanitary. (In McCall's, Sept. 1965, p.154-155) © Inco, International Nickel a.a.d.o. International Nickel Co., Inc.; 20Aug65; KK190213.

INTERNATIONAL TELEPHONE & TELEGRAPH CORP. ITT CANNON ELECTRIC, INC. See ITT CANNON ELECTRIC, INC.

IRCON, INC. ©
600 series, the third generation in radiation thermometry systems. Folder. (Bulletin 6000) Appl. author: George F. Warnke. © 21Sep65; KK190729.

IRMI. See GROSS-BERING, IRMI ANN.

ISALY DAIRY CO. ©
Ice cream, chocolate. (Family design) On folding carton. Appl. author: American Can Co. © 15Jul65; KK189816.

ITEMS, INC. ©
It should happen to a dog, Raw-Bone, a genuine rawhide leather bone. Card. © 8Sep60; KK188942.

Rocky Hamster, a rawhide toy; rawhide for hamsters. Sheet. © 27Jan65; KK190747.

ITEMS, INC. See SAFE-T-BONE CO.

ITKIN BROS., INC. ©
The horrible filing system problem; Conserv-A-File V. (In The New York times, Sept. 16, 1965, p.37) Appl. author: Smith/Greenland Co. © 16Sep65; KK190055.

Some of our carpeting and drapery jobs have cost us a lot of customers. (In The New York times, June 29, 1965, p.10) Appl. author: Smith/Greenland Co. © 29Jun65; KK188849.

J

JAB CO. ©
Get lost, dog repellent; net wt. 5 1/2 oz. On wrapper. Appl. author: John A. Burtis & Robert Moen. © 23Jul65; KK189622.

Get Lost dog repellent; net wt. 7 1/2 oz. On wrapper. Appl. authors: John A. Burtis & Robert Moen. © 11Aug65; KK189745.

J. & K. PRODUCTIONS. ©
Penn Fruit food club royal recipe sweepstakes; tear off this coupon. Asparagus au gratin. Card. © 6Aug65; KK190113.

Shurfine royal recipe sweepstakes; remove coupon from recipe card; Shurfine chunk pack tuna. © 12Feb65; KK190160.

J. E. P. & CO. ©
No.1 in good taste; James E. Pepper Kentucky straight bourbon whiskey. (In Washington news, July 29, 1965, p.25) Appl. author: Otto Kleppner. © 29Jul65; KK189834.

JACK'S COOKIE CORP. See TOP NOTCH COOKIE CO.

JAMAICA TOURIST BOARD. ©
Go to Rose Hall to seek the White Witch. [Ruins of home at sunset] (In The New Yorker, Nov. 6, 1965, p.101) Appl. author: Doyle Dane Bernbach, Inc. © 4Nov65; KK190906.

Jamaica; go to Rose Hall to seek the White Witch. (In Life, May 28, 1965, p.R-4) Appl. author: Doyle Dane Bernbach, Inc. © 25May65; KK189460.

Jamaica; if you don't like the way the world is running, why don't you go fly a kite? (In Life, June 18, 1965, p.R-9) Appl. author: Doyle Dane Bernbach, Inc. © 15Jun65; KK189461.

Jamaica; if you like a really leisurely breakfast. (In Life, May 7, 1965, p.R1) Appl. author: Doyle Dane Bernbach, Inc. © 3May65; KK189295.

Jamaica; if you'd like to get away from the children on your next vacation. [Nanny ad] (In Life, Dec. 3, 1965, p.R-7) Appl. author: Doyle Dane Bernbach, Inc. © 30Nov65; KK191791.

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Jamaica; when a gentleman from Hong Kong stopped in Jamaica. [Tailor ad] (In Life, Nov. 26, 1965) Appl. author: Doyle Dane Bernbach, Inc. © 23Nov65; KK191792.
Jamaica, the most colorful sight ... Dorothy McNab washing out her fabulous fabrics. (In Life, Nov. 12, 1965, p.30) Appl. author: Doyle Dane Bernbach, Inc. © 10Nov65; KK191443.

JEL SERT CO. ©
Fla-Vor-Sours, sour candies; net wt. 3/4 oz. On bag. © 17Feb65; KK190394.

JELCO LABORATORIES.
Disposable syringe, with needle specially designed for efficiency. (In Medical times, Mar. 1, 1965, p.206a-207a) © Johnson & Johnson, Jelco Laboratories, Division; 1Mar65; KK188994.
Disposable syringes and needles. Folder. © Johnson & Johnson, Jelco Laboratories, Division; 2Dec64; KK188995.

JENNESS (DON G.) CO.
Reference catalog no.65. See TECHNILAB, INC.

JOBST INSTITUTE, INC. ©
Announcing the opening of a new Jobst service center; venous pressure gradient supports. (In Bulletin of Allegheny County Medical Society, Oct. 23, 1965, p.478) Appl. author: Fred Schad Advertising Agency. © 23Oct65; KK190835.
Clinically proved relief for vascular problems of pregnancy. Folder. Appl. author: Beeson-Reichert, Inc. © 14Jun65; KK189117.
Now, a low cost rental plan for home treatment of edema of the extremities with Jobst intermittent compression unit. Folder. Appl. author: Beeson-Reichert Advertising Inc. © 18Jun65; KK189528.

JOCKEY MENSWEAR.
Life hi-neck Bo'sun shirt. On bag. © Cooper's, Inc. (in notice: Jockey Menswear, division of Cooper's, Inc.); 5Aug64; KK191386.

JOERNS FURNITURE CO. ©
The case of the aggravating crank; so switch to the Mono-Trol bed by Joerns. 1 v. Appl. author: William Eisner & Assoc., Inc. © 18Aug65; KK189674.
New from Joerns Furniture Co., the first major engineering change in a manual bed plus the all new Joerns Retro-electric bed. Folder. Appl. author: William Eisner & Associates, Inc. © 19Aug65; KK189721.

JOHN'S, INC. ©
John's, Inc., Apopka, Florida; home of Dewkist foliage plants since 1934. Folder. Appl. author: Bob Scott. © 1Jul65; KK189039.
John's, Inc., Apopka, Florida, 30th anniversary album of fall selections; 1965. Folder. Appl. author: Robert C. Scott, President. © 16Aug65; KK189744.

JOHNSON & JOHNSON. ©
Barrier sterile towel drape, recommended for use in any minor surgical or therapeutic procedure. (In RN, Mar. 1, 1965, p.4 of cover) © 1Mar65; KK188998.
Exciting new art medium inspires the imaginations of students; Paris-craft art material. (In School arts magazine, Feb. 1964, p.3) © 1Feb64; KK190209.
New Johnson's disposable dental cup. Sheet. © 21Dec62; KK189505.
When you open this box you'll know why a swab by any other name is not the same. Folder. © 25May64; KK188997.

JOHNSON & JOHNSON. JELCO LABORATORIES, DIVISION. See JELCO LABORATORIES.

JOHNSON & JOHNSON. PERSONAL PRODUCTS CO. See PERSONAL PRODUCTS CO.

JONES, CURTIS C. ©
Shelter-Half & Shelter-All; these shelters lend themselves to the new colored sheeting materials. Sheet. © 24Sep65; KK190366.
Shelter-Half & Shelter-All; this is a simple, economical way to get ... shelters needed by thousands. Sheet. © 24Sep65; KK190365.

JONES, VERNON EDMOND. See JUMBLE JUNGLE.

JUMBLE JUNGLE.
Buy & sell general merchandise, new & used. Sheet. © Vernon Edmond Jones d.b.a. Jumble Jungle; 13Nov65; KK191395.

K

K. G., INC. See GUGGENHEIM (KARL) INC.

KVP SUTHERLAND PAPER CO. ©
Country Fine ice cream, chocolate; half gallon liquid. On folding carton. (Ice cream carton design, no.K-2001) © 40ct64; KK188870.
Country Fine ice cream, coffee; half gallon liquid. On folding carton. (Ice cream carton design, no.K-2013) © 40ct64; KK188875.
Country Fine ice cream, country club: vanilla-orange sherbet-coffee; half gallon liquid. On folding carton. (Ice cream carton design, no.K-2009) © 40ct64; KK188874.
Country Fine ice cream, harlequin: vanilla-chocolate-strawberry; half gallon liquid. On folding carton. (Ice cream carton design, no.K-2004) © 40ct64; KK188872.
Country Fine ice cream, strawberry; one pint liquid. On folding carton. (Ice cream carton design, no.K-2003) © 40ct64; KK188871.
Country Fine ice cream, vanilla; half gallon liquid. On folding carton. (Ice cream carton design, no.K-2000) © 40ct64; KK188869.
Country Fine ice cream, vanilla fudge; half gallon liquid. On folding carton. (Ice cream carton design, no.K-2006) © 40ct64; KK188873.
Page Prestige chocolate ice cream; half gallon liquid. On folding carton. (Ice cream carton design no.K-1001) © 40ct64; KK190361.
Page Prestige ice cream; half gallon liquid. All purpose fruit. On folding carton. (Ice cream carton design no.K-1003) © 40ct64; KK190364.
Page Prestige ice cream; half gallon liquid. Cherry vanilla. On folding carton. (Ice cream carton design no.K-1010) © 40ct64; KK190358.
Page Prestige ice cream; half gallon liquid. Chocolate chip. On folding carton. (Ice cream carton design no.K-1008) © 40ct64; KK190359.
Page Prestige vanilla ice cream; half gallon liquid. On folding carton. (Ice cream carton design no.K-1000) © 40ct64; KK190362.
Strawberry ripple; half gallon liquid. On folding carton. (Ice cream carton design no.K-1007) © 40ct65; KK191682.

KAPLAN (SHIRLEY). ©
Girls, girls, girls. Record sleeve. (Cover of Kaye Ballard in Ben Bagley's The decline and fall of the entire world as seen through the eyes of Cole Porter) © 12Jul65; KK190673.

KATHER, ALFRED. ©
AE Carpet; wall plug in. Folder. NM: compilation & additions. © 23Aug65; KK189671.
Day date indicator. Sheet. NM: compilation & additions. © 6Aug65; KK189402.
Lectr-O multi-color all nylon pile carpet. Sheet. NM: revision & additions. © 28Aug65; KK189810.
Strip, sole, heel; no.7. Sheet. © 16Oct65; KK191456.
Wall plug in. Sheet. NM: compilation & additions. © 6Aug65; KK189427.

KAYE, KARL H.
Pacific Wire-Grams. See PACIFIC WIRE WORKS CO.

KE MO HA. See PATTERSON, PATRICK.

KELLOGG CO. ©
Battle Creek, you're the most as a host; Highlights of the Kellogg Company tour; corn flakes & Rice Krispies. (In Enquirer-news, Battle Creek, Mich., Feb. 14, 1965, p.13-14) Appl. author: Leo Burnett Co., Inc. © 14Feb65; KK188910.
Cooking with Kellogg's, crusty Spam-bake; corn flake crumbs. (In McCall's, May 1965, p.183) Appl. author: Leo Burnett Co., Inc. © 20Apr65; KK188911.
Cools you down, fires you up, and sends you off. [Bowl of cereal & bananas] (In Life, Aug. 6, 1965, p.10) Appl. author: Leo Burnett Co., Inc. © 2Aug65; KK189865.
Did you see this Kellogg's corn flakes advertisement in this issue? (In Life, June 25, 1965, p.10) Appl. author: Leo Burnett Co., Inc. © 21Jun65; KK190423.
Did you see this Kellogg's corn flakes advertisement in this issue: Corn flakes tag, more folks giddy-up and go. (In Life, June 11, 1965, p.117) Appl. author: Leo Burnett Co., Inc. © 7Jun65; KK188912.
Did you see this Kellogg's corn flakes advertisement in this issue? To satisfy a lot of grownup porch step gourmets. (In Life, July 9, 1965, p.62B) Appl. author: Leo Burnett Co., Inc. © 5Jul65; KK189863.
Did you see this Kellogg's corn flakes advertisement on page 61? (In Life, Aug. 20, 1965, p.79) Appl. author: Leo Burnett Co., Inc. © 16Aug65; KK189861.
Did you see this Kellogg's corn flakes advertisement on pages 86 and 87? (In Look, June 15, 1965, p.104) Appl. author: Leo Burnett Co., Inc. © 1Jun65; KK189339.
Did you see this Kellogg's Frosted Flakes advertisement in this issue? (In Life, Apr. 23, 1965, p.17) Appl. author: Leo Burnett Co., Inc. © 19Apr65; KK190427.
Did you see this Kellogg's Frosted Flakes advertisement in this issue? (In Life, July 23, 1965, p.67) Appl. author: Leo Burnett Co., Inc. © 19Jul65; KK189338.
Did you see this Kellogg's Frosted Flakes advertisement in this issue? It's a kind of a feather in Tony's hat. (In Life, Aug. 27, 1965, p.78) Appl. author: Leo Burnett Co., Inc. © 23Aug65; KK189859.
Did you see this Kellogg's frosted flakes advertisement on page 9? S. F. F. tag, live it up. (In Life, June 18, 1965, p.72A) Appl. author: Leo Burnett Co., Inc. © 14Jun65; KK188915.

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Did you see this Kellogg's Rice Krispies advertisement in this issue? (In Life, July 2, 1965, p.50) Appl. author: Leo Burnett Co., Inc. © 28Jun65; KK190299.

Did you see this Kellogg's Special K advertisement in this issue? (In Life, July 16, 1965, p.84) Appl. author: Leo Burnett Co., Inc. © 12Jul65; KK189336.

Double treat from California vineyards and Kellogg's kitchens; Raisin Bran. [Grapes beside bowl] (In This week, July 11, 1965, p.9) Appl. author: Leo Burnett Co., Inc. © 11Jul65; KK190424.

Having trouble with weight control? Special K. Swimmers. (In The National geographic magazine, Aug. 1965, p.140) Appl. author: Leo Burnett Co., Inc. © 19Jul65; KK190422.

In the mother tongue of rice, that says coolcrispandelicious; Rice Krispies. [Fan & bowl of cereal with strawberries] (In Life, Aug. 13, 1965, p.77) Appl. author: Leo Burnett Co., Inc. © 9Aug65; KK189864.

Jumbo assortment, shop once serve 18 happy breakfasts. Cart, 10 cent coupon. (In News & courier, Charleston, S. C., June 9, 1965, p.7-B) Appl. author: Leo Burnett Co., Inc. © 9Jun65; KK188913.

Kids; corn flakes. [Girl carrying groceries; boy in bed; boy eating breakfast] (In Look, June 15, 1965, p.86-87) Appl. author: Leo Burnett Co., Inc. © 1Jun65; KK189340.

Lemon freeze, you make the no-bake crust with Kellogg's corn flake crumbs and the no-cook filling with Borden's Eagle brand sweetened condensed milk. (In Ladies' home journal, July 1965, p.88) Appl. author: Leo Burnett Co., Inc. © 30Jun65; KK189333.

Live it up, corn it up, sweeten it up; frosted flakes. Cannon. (In Life, June 18, 1965, p.9) Appl. author: Leo Burnett Co., Inc. © 14Jun65; KK188916.

Live it up; Sugar Frosted Flakes. [Noisemaker & bowl] (In Life, July 23, 1965, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 19Jul65; KK189337.

Live it up; Sugar Frosted Flakes. Party hat. (In Life, Aug. 27, 1965, p.49) Appl. author: Leo Burnett Co., Inc. © 23Aug65; KK189860.

More porch step gourmets settle down with Kellogg's corn flakes than any other cereal in the world. Barefoot boy. (In Life, July 9, 1965, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 5Jul65; KK189334.

More youngsters seize every opportunity to enjoy Kellogg's corn flakes than any other cereal. (In Life, Aug. 20, 1965, p.61) Appl. author: Leo Burnett Co., Inc. © 16Aug65; KK189862.

New Kellogg's Triple Snack will get you if ya don't watch out. (In Stockton record, Apr. 28, 1965, p.37) Appl. author: Leo Burnett Co., Inc. © 28Apr65; KK190421.

New Sugar Stars have a caramel coat sez Hilbilly Goat. (In Herald-advertiser, May 16, 1965, comics, p.5) Appl. author: Leo Burnett Co., Inc. © 16May65; KK190300.

Now you can buy your Kellogg favorites in bowls; Bowl Pac. (In The Washington post and times-herald, July 13, 1965, p.A-8) Appl. author: Leo Burnett Co., Inc. © 13Jul65; KK190428.

Peachy breakfast; corn flakes. (In Life, June 25, 1965, p.5) Appl. author: Leo Burnett Co., Inc. © 21Jun65; KK188917.

Pop-Tarts, drop 'em into the toaster, or eat 'em just as they are. (In Life, Apr. 23, 1965, p.R-1) Appl. author: Leo Burnett Co., Inc. © 19Apr65; KK190426.

Raisin bran, double treat from California vineyards. Package, 7 cents. (In This week magazine, June 13, 1965, p.13) Appl. author: Leo Burnett Co., Inc. © 13Jun65; KK188914.

Snap, crackle, pop, in the mother tongue of rice; Rice Krispies. Raspberries. (In Sunset, July 1965, p.124) Appl. author: Leo Burnett Co., Inc. © 25Jun65; KK188918.

Special offer for folks having trouble with weight control; 7¢ coupon; Special K. (In Life, July 16, 1965, p.79) Appl. author: Leo Burnett Co., Inc. © 12Jul65; KK189335.

Today's rice speaks up with new authority; Rice Krispies. [Peaches & bowl] (In Life, July 2, 1965, p.21) Appl. author: Leo Burnett Co., Inc. © 28Jun65; KK190425.

KEL-VITRA LABORATORIES.

Kitty-Kelp for cats, natural organic mineral concentrate. Net wt. 4 oz. On wrapper. © C. Chester Williams d.b.a. Kel-Vitra Laboratories; 10Aug65; KK190646.

KEY KUT SYSTEMS. ©

Wall panel plants custom designed to achieve maximum efficiency. Folder. © 16Nov65; KK191656.

KEY WEST HAND PRINT FABRICS, INC. ©

Key West Hand Print Fabrics, Inc. (Susie's label) © 24Sep65; KK190884.

KEYBOARD JR. PUB., INC. ©

Young Keyboard Jr. recording planned to co-ordinate with monthly magazines. Record sleeve. (Elementary series, K63E-2) © 16Sep63; KK189017.

KIEKHAEFER CORP. ©

Before I switched to Mercury, I was ready to get out of the small boat and motor business. [Endorsed by Jim Sharpe] (In The Boating industry, June 1965, p.63) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp. subsidiary of Brunswick Corp.; 1Jun65; KK189472.

Exciting new 60 hp MerCruiser from the world's leader in stern drives. (In The Boating industry, June 1965, p.111) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 1Jun65; KK189475.

Good mixer; Quicksilver 2 and 4 cycle oils from your Mercury outboard dealer. (In Popular mechanics, June 1965, p.210) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp. subsidiary of Brunswick Corp.; 1Jun65; KK189473.

I went from 17 motors a year with my old brand to 60 Mercs in 5 months. [Endorsed by Gerald Gault] (In The Boating industry, July 1965, p.105) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp. subsidiary of Brunswick Corp.; 1Jul65; KK190122.

Is July the right month to buy an outboard? [Group in boat watching fireworks] (In Outdoor life, July, 1965, p.5) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 1Jul65; KK190917.

More people buy MerCruiser, more boat builders choose MerCruiser. (In The Boating industry, July 1965, p.8-9) Appl. author: Gardner Advertising Co. © 1Jul65; KK190153.

My Merc pushes through where airboats hardly go. (In Outdoor life, June 1965, p.13) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 1Jun65; KK190853.

Pulls an elephant, runs on peanuts; the new 90 hp Merc 900. (In The Water skier, June-July 1965, p.3 of cover) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp. subsidiary of Brunswick Corp.; 25Jun65; KK190296.

To a company that brings out the best in Mercury. (In Danville commercial news, July 22, 1965, p.43) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp. subsidiary of Brunswick Corp.; 22Jul65; KK189773.

The 60 hp MerCruiser, quiet little storm in the stern. (In The Boating industry, Aug. 1965, p.101) Appl. author: Gardner Advertising Co. © 1Aug65; KK190041.

We didn't realize how easy it would be to sell Mercurys; another switch to Mercury. [Endorsed by Paul Tofte] (In The Boating industry, Aug. 1965, p.85) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp. subsidiary of Brunswick Corp.; 1Aug65; KK189971.

We put the pro in propellers; Quicksilver accessories. (In Boating news, June 1965, p.46) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp., a subsidiary of Brunswick Corp.; 1Jun65; KK189634.

What has the propulsion efficiency of an outboard and the fuel economy of an inboard? MerCruiser stern drive. (In National geographic magazine, Mar. 1965, p.6) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp. subsidiary of Brunswick Corp.; 1Mar65; KK189398.

Winning combination, Glastron and Mercury. [Endorsed by Jon Culver] (In Austin American-statesman, June 26, 1965, p.B7) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp. subsidiary of Brunswick Corp.; 26Jun65; KK189682.

Your Mercury dealer invites you to compare Mercury's power boosting silencing system with competitors' outboards. (In The New York times, May 9, 1965, p.S9) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp. subsidiary of Brunswick Corp.; 9May65; KK189356.

KING KORN STAMP CO. ©

It's prize winning time; play King Korn stamps Magic Klock. Sheet. © 18Jun65; KK189193.

It's prize winning time; your Magic Klock is worth Lord or Lady Elgin watches. Sheet. © 18Jun65; KK189171.

Play King Korn Stamp's Magic Klock. Sheet. © 20Jul65; KK189621.

Play King Korm Stamps Magic Klock game. Sheet. © 18Jun65; KK189176.

KING-SEELEY THERMOS CO. ©

Another genuine Thermos brand Xmas special; picnic kit with shelf selling Christmas wrap; outing kit by Thermos; no.389. Sheet. © 9Jul65; KK189838.

Battle kit. (Battle, flat lunch kit and decorated bottle barrel) © 22Apr65; KK191617.

Coffee break special, genuine Thermos brand jumbo size lunch kit with ... vacuum bottle. Sheet. © 15Jul65; KK189515.

Coffee break special; genuine Thermos brand lunch kit. Sticker. © 3Aug65; KK189516.

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Holiday by Thermos ice chests; picnic jugs. Sheet. © 250ct65; KK191013.
Look who's joined the first family; all stainless steel vacuum bottles. Thermos. Sheet. © 10ct65; KK191012.
New style price appeal; Thermos 2 quart server. Sheet. © 250ct65; KK191015.
Thermos brand Snak Jar, insulated to keep lunch snacks cold, crisp for hours. Sheet. © 10Sep65; KK190227.
Thermos snak jar insulated container. Sticker. © 30Sep65; KK191014.
Unmatched in style, quality; Thermos foremost brand in outdoor living, ice chest; Karry Keg. Items no.7766 (4530), 7694. © 250ct65; KK191618.

KING-SEELEY THERMOS CO. THERMOS DIVISION.
Now nationally advertised, assured quality; Thermos use-rated sleeping bags; model no.8220 (3000) & others. Folder. © King-Seeley Thermos Co. (in notice: Thermos Division, King-Seeley Thermos Co.); 250ct65; KK191619.

KIRBRO CO. ©
Angelo. Street scene. On bag. Appl. author: Kirchheimer Bros. Co. © 12May65; KK189330.
Bon marche. [Scrollery] On bag. Appl. author: Kirchheimer Bros. Co. © 12May65; KK189329.
Cinderella. [Butterflies & flowers] On bag. Appl. author: Kirchheimer Bros. Co. © 12May65; KK189328.
Jeanna's Women's Fashions, Independence, Iowa. On bag. Appl. author: Kirchheimer Bros. Co. © 12May65; KK190000.
Murray Smikler, 516 N. Michigan Ave., Chicago. Street scene. On bag. Appl. author: Kirchheimer Bros. Co. © 12May65; KK189331.
Raymond's apparel. Street scene. On bag. Appl. author: Kirchheimer Bros. Co. © 12May65; KK189999.
The westerner. [Guns, boots & other western items] On bag. Appl. author: Kirchheimer Bros. Co. © 12May65; KK189327.

KITCHENS OF SARA LEE, INC. ©
Eight all butter clover leaf rolls enriched, Sara Lee; net wt. 7 1/2 oz. On folding carton. © 7Sep65; KK191646.
Sara Lee apple Danish all butter coffee cake; net wt. 14 oz. Card. © 15Jul65; KK190351.
Sara Lee cheese Danish all butter coffee cake; net wt. 11 oz. Card. © 15Jul65; KK190350.
Sara Lee cherry Danish all butter coffee cake; net wt. 14 oz. Card. © 15Jul65; KK190349.
Sara Lee new apricot danish all butter coffee cake; net wt. 12 1/2 oz. Card. © 20Sep65; KK191647.
Sara Lee new danish royale all butter coffee cake; net wt. 9 1/2 oz. Card. © 20Sep65; KK191644.
Sara Lee 9 pull-apart all butter danish cinnamon rolls, new; net wt. 8 1/2 oz. Card. © 250ct65; KK191645.
Sara Lee, sixteen all butter enriched sesame rolls, completely baked; net wt. 7 1/2 oz. On folding carton. © 7Sep65; KK191643.
Six all butter butter gems, Sara Lee; net wt. 6 oz. On folding carton. © 7Sep65; KK191648.

KLAU-VAN PIETERSOM-DUNLAP,,INC. ©
A case for selling more effectively. 1 v. Appl. author: Russell Bauer. © 250ct65; KK191210.
Devilishly clever questions to ask a KVPD account executive. 1 v. Appl. author: Walter Zippel. © 250ct65; KK191209.
KVPD presents getting the message to Garcia. 1 v. Appl. author: Russell Bauer. © 250ct65; KK191211.
This envelope is a life size facsimile of an advertising assignment as it reaches KVPD's creative department. 1 v. Appl. author: Roy Hilligoss. © 250ct65; KK191212.

KLEIN KLEEN-ALL CO. ©
Cleaning materials, sanitation chemicals, and equipment. 25 p. (Catalog 166) © 50ct65; KK191469.

KLEIN PEST CONTROL CO. ©
Pest-X no.5 spray. On wrapper. © 26Nov65; KK191337.

KNIGHT, ELIZABETH S. See BOUTIQUES ELIZABETH.

KNUDSEN CREAMERY CO. ©
The great refresher; real churned buttermilk. (In Los Angeles herald-examiner, July 26, 1965, p.A-16) Appl. author: Grey Advertising, Inc. © 26Jul65; KK189751.

KOEHLER, ALBERT. See ROL-RULER CO.

KORVETTE TIRE CENTERS, ©
Any size, any type, one incredible price; any size blackwall, one incredible price. (In Sunday news, New York, June 20, 1965, p.100-101) © Korvette Tire Centers a.a.d.o. Tire City Corp; 20Jun65; KK189045.
E. J. Korvette offers world's largest diversified stocks of famous make tires at lower than low Korvette sales prices. (In Sunday news, New York, June 6, 1965, p.110-111) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 6Jun65; KK188900.
Extraordinary purchase 8,942 steel pike studded miracle safety snow tires; full 4-ply nylon tubeless; 650-13. (In The Philadelphia inquirer, Nov. 28, 1965, p.11) © 28Nov65; KK191651.
Extraordinary purchase, 12,841 puncture seal tires; 4 day sale, any size listed at one amazing price. (In The Rockland County journal-news, July 14, 1965, p.34) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 14Jul65; KK189685.
Grand opening celebration ... in northeast Philadelphia, Korvette Tire & Auto Centers. (In The Philadelphia inquirer, Aug. 15, 1965, p.18-19) © Korvette Tire Centers accepted alternative Tire City Corp.; 15Aug65; KK190037.
Korvette tire sale, snow or regular at same price. (In Sunday news, Newark, Oct. 3, 1965, p.16) © 30ct65; KK190610.
Korvette warehouse clearance, 100,000 24 month all nylon tires. (In Daily news, New York, Sept. 8, 1965, p.52, 53) © 8Sep65; KK190672.
Old fashion winters ahead? [Cars in snow] (In Sunday news, New York, Oct. 10, 1965, p.1D) © 100ct65; KK190611.
17th Anniversary tire sale. (In Sunday news, New York, Aug. 15, 1965, p.94-95) © Korvette Tire Centers accepted alternative Tire City Corp.; 15Aug65; KK190036.
Tire sale; $1,885,000 nylon tire clearance. (In Sunday news, New York, July 11, 1965, p.84-85) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 11Jul65; KK189232.

KRASDALE FOODS, INC. ©
Roxy facial quality bathroom tissue; 850 single sheets. On wrapper. © 1Feb60; KK191439.

KREMBS, MARY BRUECKE. See KREMBS & CO.

KREMBS & CO.
Fluxine no.43, for silver soldering and gas welding stainless steel; 1 lb. net. Sticker. Appl. author: Walter R. Krembs. © Mary Bruecke Krembs d.b.a. Krembs & Co.; 13Dec65; KK191786.

KRENZ & CO., INC. ©
Guide for application and installation of Krenz-Vent package ventilating systems. 8 p. (Bulletin 201-A) © 1Dec65; KK191676.

KURT MANUFACTURING CO. ©
Anglock precision machine vise. 1 v. © 1May65; KK189527.

L

L & F PRODUCTS DIVISION, LEHN & FINK PRODUCTS CORP. See LEHN & FINK PRODUCTS CORP.

L & F PRODUCTS DIVISION, LEHN & FINK PRODUCTS CORP. See LEHN & FINK PRODUCTS CORP. L & F PRODUCTS DIVISION.

LA BOHEME VINEYARDS CO. ©
A brilliant performance in every bottle; La Boheme wine. (In Butte standard post, Apr. 20, 1965, p.5) Appl. author: Otto Kleppner. © 20Apr65; KK189512.

LA CHOY FOOD PRODUCTS. ©
Chinese is for How-loo-ween. (In Toledo blade, Oct. 13, 1965, p.36) © 130ct65; KK191278.

LADYBUG JUNIORS CO. ©
Entertaining, Edwardian. (In Mademoiselle, Oct. 1965, p.98) © 28Sep65; KK190819.
The gentle art of gentle dressing. (In The New York times magazine, Sept. 5, 1965, p.20) © 5Sep65; KK190817.
How to become A+ in great classics. (In Seventeen, Sept. 1965, p.22) © 26Aug65; KK190823.
The immaculate Ladybug. (In The New Yorker, Aug. 28, 1965, p.82) © 28Aug65; KK190822.
Ladybug is for graduating, celebrating. (In Mademoiselle, Aug. 1965, p.222) © 27Jul65; KK190816.
The Ladybug scene. (In Seventeen, Apr. 1965, p.24-25) © 30Mar65; KK190824.
Ladybugs go back to school. Folder. © 1Jul65; KK190826.
The non-trite jumper effect. (In The New Yorker, Sept. 11, 1965, p.202) © 11Sep65; KK190820.
Precise cool, swinging cool. (In The New Yorker, Mar. 27, 1965, p.162) © 27Mar65; KK190821.
Say cheese; you're always on camera. (In Seventeen, Aug. 1965, p.96-105) © 29Jul65; KK190825.
Wooden birds and painted flowers. (In Mademoiselle, May 1965, p.68) © 29Apr65; KK190818.

LA FRANCE TOLEDO CO. ©
Oceans O' Bubbles bubble bath; net wt. 12 oz. Adult. On folding carton. © 8Dec65; KK191493.
Oceans O' Bubbles bubble bath; net wt. 12 oz. Children. On folding carton. © 8Dec65; KK191492.

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LAKELAND NURSERIES SALES CORP. © Spring '65. 39 p. © 1Jan65; KK189588.

LAKESIDE INDUSTRIES, INC. Foo Chu ancient Chinese fortune telling sticks; no.8330. Sticker. © Lakeside Industries, Inc. (in notice: Lakeside Toys, division of Lakeside Industries, Inc.) 10Nov65; KK191732.

LAKESIDE TOYS. Gumby, the super-flex. Sheet. © Lakeside Toys, division of Lakeside Industries, Inc.; 30Apr65; KK191001.

LAM, INC. © Bed lights by Lam. Sheet. © 15Oct64; KK189982.

Designing modulume systems, layouts. Sheet. © 15Oct64; KK189981.

LANGFELD, BEATRICE. See DANBY FARM.

LANGFELD, DANIEL. See DANBY FARM.

LANKY SEZ CO. Lanky Sez draw cards yourself; contents: 25 cards, 25 envelopes. Sheet. © Samuel I. Aronhime d.b.a. Lanky Sez Co.; 1May65; KK189589.

LANVIN PARFUMS. © Don't miss the unveiling; now, a new form of fragrance ... A Veil of Arpege. (In Beauty fashion, Mar. 1965, p.53-55) Appl. author: Foote, Cone & Belding. © 10Mar65; KK189595.

Figaro, for external use only, but Figaro makes a man feel great inside. (In The New Yorker, June 12, 1965, p.15) Appl. author: Zlowe Co., Inc. © 12Jun65; KK189963.

Fun begins with Arpege; A Veil of Arpege. (In Seventeen, Apr. 1965, p.17) Appl. author: Foote, Cone & Belding. © 30Mar65; KK189504.

My Sin, a most provocative fragrance. 5 gifts. (In The New Yorker, Nov. 13, 1965, p.7) Appl. author: Foote, Cone & Belding. © 11Nov65; KK191536.

Now fragrance you can feel; A Veil of Arpege. (In The New Yorker, July 24, 1965, p.3) Appl. author: Foote, Cone & Belding. © 22Jul65; KK189503.

Now, fragrance you can feel, A Veil of Arpege. [Nude female] (In Playbill, Apr. 1965, p.20) Appl. author: Foote, Cone & Belding. © 5Apr65; KK189594.

Promise her anything but give her Arpege. 6 gifts. (In Glamour, Dec. 1965, p.55) Appl. author: Foote, Cone & Belding. © 20Nov65; KK191539.

Smile, look who's on Candid Camera. (In Beauty fashion, Aug. 1965, p.95-97) Appl. author: Foote, Cone & Belding. © 10Aug65; KK190194.

You couldn't even steal it; A Veil of Arpege. (In Beauty fashion, June 1965, p.85-87) Appl. author: Foote, Cone & Belding. © 10Jun65; KK189596.

LANVIN PARFUMS, INC. © It's a long way from a dab behind the ears. Veil of Arpege. (In The New Yorker, Sept. 18, 1965, p.7) Appl. author: Foote, Cone & Belding. © 16Sep65; KK190474.

Lady, do you feel a wee bit guilty about your husband? Figaro. (In The New York times, June 15, 1965) Appl. author: Zlowe Co., Inc. © 15Jun65; KK189444.

LASER LIGN, INC. © New model L-4 Laserlign; new space age construction tool. Folder. Appl. authors: Joseph F. Koenen & Preston Woodall. © 6Jul65; KK189285.

LA-Z-BOY CHAIR CO. © The dream chair for the young at heart; enjoy the dreamy comfort of a La-Z-Boy Reclina-Rocker. (In House & garden, July 1965, p.61) © 20Jun65; KK189970.

Gift showcase from the Charter group selection of fine reclining chairs. (In The American home, Nov. 1965, p.37) © 190ct65; KK191277.

Give them the magical all-in-one chair; model 602. (In McCall's) © 20May65; KK189095.

It's a fact, says Al Kaline; life in a La-Z Boy Reclina-Rocker is big league luxury living. (In Sports illustrated, Aug. 23, 1965, p.83) © 23Aug65; KK190410.

LEE (H. D.) CO. © Nyoco work pants; AL-22. Card. © 1Nov65; KK190852.

LEE (H. D.) CO., INC. © Bell bottoms; AL-92. Card. © 40ct65; KK190431.

Chetopa shirts, fade-proof color; 100% cotton. On wrapper. © 1Dec65; KK191639.

Improved Lee union made Union-All; AL-85. On wrapper. © 1Sep65; KK190039.

Iron 'em? Never; new Chetopa Twill has Lee-Prest. Folder. © 20Sep65; KK190109.

LTP permanent press pants; Lee-Prest. Card. © 22Nov65; KK191390.

Lady Lee belles; AL-91. Card. © 40ct65; KK190433.

Lady Lee Riders in new stretch denim. Card. © 1Nov65; KK191276.

Lady Lee stretch knee-knockers; AL-82. Card. © 40ct65; KK190432.

Lee craftsman's dungarees. Card. © 1Dec65; KK191389.

Leens. Card. © 1Dec65; KK191391.

Lee-Prest master classic. Card. © 1Dec65; KK191388.

No-iron Lee Prest jeans, rough'n ready. Folder. © H. D. Lee Co., Inc.; 21Dec65; KK191802.

Ye-Ye trim; Lee-Prest permanent press slacks, Leesures by Lee. Card. © 1Sep65; KK189851.

LEES (JAMES) & SONS CO. © Before we even make a Lees carpet, we try to wreck it. [Pictures of 6 wrecking methods] (In Sunset, Sept., 1965, p.164) Appl. author: Doyle Dane Bernbach, Inc. © 28Aug65; KK190590.

Bring it in, Lees has carpets to match all kinds of crazy things. (In House & garden, Sept., 1965, p.61) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., a division of Burlington Industries; 28Aug65; KK191038.

If Lees does this to your specs don't take it personally. (In Architectural record, Aug., 1965, p.24) Appl. author: Doyle Dane Bernbach, Inc. © 28Jul65; KK190588.

If Mill A and Mill B made a carpet from the exact same specs, would you get the exact same carpet? (In The New York times magazine, July 11, 1965, p.2) Appl. author: Doyle Dane Bernbach, Inc. © 11Jul65; KK190586.

Lees carpets go on CBS network TV and it's a reely big shew. (In Home furnishings daily, June 21, 1965, p.12-14) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., division of Burlington Industries; 21Jun65; KK189457.

Lees has just made the first nylon carpet without nylon's two old curses. (In Progressive architecture, July, 1965, p.34) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., a division of Burlington Industries; 28Jun65; KK191039.

The traps you can fall into buying a carpet don't even look like traps. (In The New Yorker, Sept. 18, 1965, p.162) Appl. author: Doyle Dane Bernbach, Inc. © 16Sep65; KK190589.

What's new in carpet backing? Hollywood Palace backed by Lees. (In Home furnishings daily, Aug. 26, 1965, p.9, 11) Appl. author: Doyle Dane Bernbach, Inc. © 26Aug65; KK190587.

When you ask Lees for a carpet in tangerine, you know you won't get a lemon. (In Interiors, May 1965, p.67) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., division of Burlington Industries; 27Apr65; KK189477.

When you're ready to buy a carpet, the salesman will hold your hand; it will help a little. (In Good housekeeping, Oct., 1965, p.199) Appl. author: Doyle Dane Bernbach, Inc. © 28Sep65; KK191229.

LEHN & FINK PRODUCTS CORP. You'll make the biggest profit when you display Lysol brand disinfectant. (In Chain store age, mid-July, 1965, p.191) © L & F Products Division, Lehn & Fink Products Corp.; 15Jul65; KK189647.

You'll make the biggest profit when you display Lysol spray. (In Chain store age, mid-July, 1965, p.189) © L & F Products Division, Lehn & Fink Products Corp.; 15Jul65; KK189648.

LEHN & FINK PRODUCTS CORP. L & F PRODUCTS DIVISION. © At the touch of your fingertip, new Lysol spray eliminates odors, really cleans the air. (In McCall's, Oct. 1965, p.47) © 20Sep65; KK190761.

Exclusive from Lysol brand disinfectant, Bates bath mat offer. (In Progressive grocer, July 1965, p.15) © 1Jul65; KK188932.

The illness that never got started. [Baby in crib] Lysol. (In Good housekeeping, Nov., 1965, p.277) © 1Nov65; KK191046.

Next time you shampoo, would you invest 3 more minutes and 11¢ in a change for the better? Noreen color hair rinse. (In McCall's, Oct. 1965, p.207) © 20Sep65; KK190762.

Step up the sales tempo with the big-brand leaders from L & F. [Magazines & show scenes] 1 v. (looseleaf) © Lehn & Fink Products Division, Lehn & Fink Products Corp. (in notice: Lehn & Fink Prcducts Corp.); 80ct65; KK190608.

There's no pace like first place; Lysol. 1 v. © 17Mar65; KK188883.

This is America's first line team; Lysol spray, the number 1 selling room deodorizer-disinfectant. (In American druggist, Nov. 8, 1965, p.10) © 8Nov65; KK191343.

LE JEUNE, INC. © Swistraw ribbon; 24 yards. On wrapper. Appl. author: Le Jeune W. Griffith. © 7Sep65; KK190780.

LESLO IMPORT CORP. © Fits all Hi-Fashion 11 1/2" dolls. [Dolls and doll clothes around edge of oval space] Sheet. © 4May64; KK190655.

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LEVI (SIMON) CO., LTD. ©
Pepe Lopez Margarita cocktail, made with imported tequila and triple sec; fifty one proof. 2 stickers. © 15Jul65; KK189652.
Pépe Lopez tequila. 2 stickers. © 11Jun65; KK189109.

LEWIS RESEARCH LABORATORIES, INC. ©
LL7, cleaner, sanitizer, disinfectant, deodorant; net contents 1 gallon. On wrapper. © 22Jun65; KK190133.

LILY-TULIP CUP CORP.
Up to standard? It's up to you; small errors multiply; vending cup. (Zero defects, no.1085) © Lily-Tulip Cup Corp. (in notice: Lily-Tulip Corp.); 25Aug65; KK190847.

LLOYD ADVERTISING, INC. ©
Put yourself in my shoes, First-Citizens; can do. Sheet. © 29Oct65; KK191199.

LOH, GEORGE.
Who'll be the Don Schollander of the '72 Olympics? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

LONE STAR CEMENT CORP. ©
Test cylinder, handle with care, Lone Star Cylinder Sock moisture barrier. On bag. © 22Oct65; KK191333.

LONGLIFE FISH FOOD PRODUCTS.
New swirl stick Longlife frozen brine shrimp, nature's own tropical fish food; net wt. 3 oz. avoir. Sheet. © Longlife Fish Food Products, division of Sternco Industries, Inc.; 4May65; KK189761.

LORILLARD (P.) CO. ©
Introducing Duncan Scotch cut cigarettes. (In Springfield daily news, Sept. 2, 1965, p.23) Appl. author: Grey Advertising, Inc. © 2Sep65; KK191117.

LOWE'S, INC. ©
The original cat box filler, Kitty Litter; net wt. 10 pounds. On bag. © 23Oct64; KK191200.
The original cat box filler, Kitty Litter; net wt. 25 pounds. On bag. NM: additions. © 21Jul65; KK191523.
Le remplissage original de boite a chats; Kitty Litter; poids net 10 livres. On bag. NM: additional text & translation. © 29Dec64; KK191522.
Scratchin' post. On folding carton. © 10Dec64; KK191227.

LUJAN, ROLIN D.
Burger Boy. On folding carton. © R. Lujan; 28Jan56; KK188846.

LUXOR LIGHTING PRODUCTS, INC. ©
Luxor represents lighting industry at National Conference on Higher Educational Facilities. Sheet. © 10Sep65; KK190110.

M

M & S DISTRIBUTORS. ©
Naughty Nellie coins. Sticker. Appl. authors: R. G. Manfield & W. D. Storey. © 5Sep65; KK191685.
Tease her and please her with Pee Dabs. Sticker. Appl. authors: R. G. Mansfield & W. D. Storey. © 5Sep65; KK191684.

MGM. See METRO-GOLDWYN-MAYER, INC.

MACAFEE & EDWARDS. ©
Now you don't have to take chances, travel fully insured in Mexico; La Interamericana, S.A.; Mexican insurance credit card. Folder. © 30Mar65 (in notice: 1964); KK189289.

MCCORMICK & CO., INC. ©
Schilling herb gravy mix; 3/4 oz. net wt. On bag. © 11May65; KK188876.

MACDONALD (E. F.) STAMP CO. ©
Oooh, I just love it, my new plaid stamp gift catalog, it's free at your A&P. (In Life, vol.54, no.26, p.R8-R9) © 28Jun63; KK189649.

MCGOUGH BAKERIES, INC. ©
Hey kids; Holsum's Tell it to Santa contest; Sof-blend enriched bread. (In Birmingham news, Nov. 1, 1965, p.36) Appl. author: Luckie & Forney, Inc. © 1Nov65; KK191458.

MCGRAW-HILL, INC. ©
Consonant blends, time for phonics flash cards; 55866. By Louise Binder Scott. On box. © 20May65; KK189604.
The vowel sounds, time for phonics flash cards; 55867. By Louise Binder Scott. On box. © 20May65; KK189603.

MCILHENNY CO. ©
The art of seasoning ground beef; Tabasco hamburgers. (In Ebony, Oct. 1965, p.32) Appl. author: Knox Reeves-Fitzgerald Advertising. © 17Sep65; KK190447.
The art of seasoning seafood; Tabasco tartar sauce. (In Ebony, Aug. 1965, p.164) Appl. author: Knox Reeves-Fitzgerald Advertising. © 16Jul65; KK189520.

MACKLANBURG-DUNCAN CO. ©
M-D; quality building products since 1920. 65 p. NM: revision & additions. © 30Dec64; KK189317.

MAGNAFLUX CORP. ©
Once you had to guess about invisible cracks and surface defects; now you can find cracks fast with spray-on Spotcheck. Folder. (Form no.16657-D) Appl. author: Griswold-Eshleman Co. © 1Aug65; KK191311.

MAICO ELECTRONICS, INC. ©
For the special training of hard of hearing students, portable TrainEar. Folder. © 14May65; KK191426.
Now ... greater hearing comfort with any hearing aid at amazing low cost; ComfortEar. Folder. © 14May65; KK191429.
Owner's information, Maico TransistEar ... wearing your aid. Folder. © 14May65; KK191428.
Sam Stewart talks about custom fitted hearing aids. 1 v. © 14May65; KK191425.
TransistEar, a unique approach to hearing correction. Folder. © 14May65; KK191427.

MAIDENFORM, INC. ©
New tric-o-lastic by Maidenform fits perfectly from the first month to the ninth! (In M baby, Sept., 1965, p.12) Appl. author: Norman, Craig & Kummel, Inc. © 25Aug65; KK190640.

MAIDENFORM SPORTSWEAR, INC. ©
Sportmaker leads the way with rootin-tottin tops. (In McCall's sportswear merchandiser, June-July 1965, p.25) Appl. author: Norman, Craig & Kummel, Inc. © 4Jun65; KK189249.

MAIL MARKETING MATERIALS. ©
The coldest corner in your home this winter heat with this $29.95 Chromalox portable baseboard heater. Folder. Appl. author: Michael C. Wales. © 20Aug65; KK190259.

MALTA HATUEY DIVISION, BACARDI IMPORTS, INC. See BACARDI IMPORTS, INC. MALTA HATUEY DIVISION.

MANBECK BREAD CO. ©
Bonnie enriched bread; net wt. 1 lb. 2 oz. On wrapper. Appl. author: Paul E. Beem. © 4Oct65; KK191101.

MANHEIM MANUFACTURING & BELTING CO. ©
MFB flat belt for conveying, elevating power transmission. Folder. Appl. author: Foltz-Wessinger, Inc. © 25Aug65; KK189749.
Super Veelos. Sheet. Appl. author: Foltz-Wessinger, Inc. © 25Aug65; KK189750.

MANUFACTURER'S COUNCIL OF NEW BRITAIN (CONN.) ©
Creating a welcome town is everybody's job. [Hands in shaking position] (In New Britain herald, Oct. 26, 1965, p.3) Appl. author: Bozell & Jacobs, Inc. © 26Oct65; KK190744.
Our readers are concerned about New Britain's future, too. (In New Britain herald, Nov. 9, 1965, p.3) Appl. author: Bozell & Jacobs, Inc. © 9Nov65; KK191057.
This can be the key to a fine future. (In New Britain herald, Sept. 28, 1965, p.3) Appl. author: Bozell & Jacobs, Inc. © 28Sep65; KK190348.
What, $21,677 for me? (In New Britain herald, Oct. 12, 1965) Appl. author: Bozell & Jacobs, Inc. © Manufacturers' Council of New Britain; 12Oct65; KK190438.
What you can do to help New Britain. [Man in overcoat pointing finger] (In New Britain herald, Nov. 23, 1965, p.3) Appl. author: Bozell & Jacobs, Inc. © Manufacturers' Council of New Britain; 23Nov65; KK191330.

MARATHON.
Farmdale butter brickle ice cream; half gallon liquid. On folding carton. NM: revision. © American Can Co. (in notice: Marathon, division of American Can Co.); 1Aug64; KK188958.
Farmdale rainbow, vanilla strawberry ice cream, pineapple sherbet; half gallon liquid. On folding carton. NM: revision. © American Can Co. (in notice: Marathon, division of American Can Co.); 9Oct64; KK188956.
Farmdale rocky road ice cream; half gallon liquid. On folding carton. NM: revision. © American Can Co. (in notice: Marathon, division of American Can Co.); 4Sep64; KK188957.

MARCAL PAPER MILLS, INC. ©
White facial tissue; 200 ply 9.5" x 8.48". On folding carton. © 15Dec64; KK189614.

MARGHAB (EMILE) INC. ©
Cocktails by Marghab, fruit basket. Sheet. © 7Sep65; KK189880.
Cocktails by Marghab, grape and leaf. Sheet. © 7Sep65; KK189879.
Handkerchiefs by Marghab, a Mr. and Mrs. gift. Sheet. © 7Sep65; KK189884.
Handkerchiefs by Marghab, three leaves. Sheet. © 7Sep65; KK189877.
The ivy by Marghab, exquisite delicacy on sheerest Margandie; set of round place mats, napkins, small rounds. Sheet. © 7Sep65; KK189876.

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Marlace by Marghab, embroidered with jewel-like delicacy. Sheet. © 7Sep65; KK189882.

Old France by Marghab, richly embroidered elegance. Sheet. © 7Sep65; KK189881.

Scallopino by Marghab, versatile beauty linen in Margandie frame. Sheet. © 7Sep65; KK189883.

Towels by Margab, sweet peas. Sheet. © 7Sep65; KK189878.

Towels by Marghab, tree. Sheet. © 7Sep65; KK189885.

Various articles by Marghab, Queen Victoria; tray mat with two napkins. Sheet. © 7Sep65; KK189875.

MARKOFF, ALEXANDRA DE. See DE MARKOFF (ALEXANDRA) SALES CORP.

MARLENN PRODUCTS CO., INC. ©
Makes your car smell good; air fresheners. Card. Appl. author: Lenn Irving. © 3Feb64; KK189037.

MARTRUDE CORP. ©
A perfect lemon fizz; Mi-Lem. (In The Times-union, May 26, 1965, p.17A) © 26May65; KK190346.

A perfect lemonade; Mi-Lem. (In Philadelphia bulletin, May 26, 1965, p.59) © 26May65; KK190345.

Who put the zing and the delicious flavor in these great summer drinks? Mi-Lem, lemon flavored. (In Daily news, New York, June 20, 1965, coloroto section, p.31) © 20Jun65; KK190344.

MARVEL ENGINEERING CO. ©
The filter that talks. (In Product design & development, Aug. 1965, p.13) © 27Jul65; KK190399.

Now, hydraulic filtering vastly improved with new MarvelMag magnetic filter shield. (In Hydraulics & pneumatics, Aug. 1965, p.53) © 1Aug65; KK189846.

Revolutionary filtration, new Marvelmag magnetic filter shield. (In Product design & development, Aug. 1965, p.13) © 27Jul65; KK190400.

MASAL CO., INC. ©
Kiddie's party set. Card. Appl. author: Sohni & Co. © 26Aug65; KK191504.

MASSON (PAUL) VINEYARDS. ©
Collecting Paul Masson cocktail wine labels is not much of a hobby but it will get people off your back. (In The New Yorker, Mar. 27, 1965, p.63) Appl. author: Freeman & Gossage, Inc. © 25Mar65 (in notice: 1964); KK191194.

How to cheat at wine-tasting though blindfold. [Wine bottles with blindfolds] (In The New Yorker, Oct. 9, 1965, p.36) Appl. author: Freeman & Gossage, Inc. © 7Oct65; KK191047.

Paul Masson said, brandy is the only drink distilled from something good to drink. [Black & white illus.] (In Los Angeles times, Oct. 21, 1965, pt.1, p.28) Appl. author: Freeman & Gossage, Inc. © 21Oct65; KK191198.

Paul Masson said, brandy is the only drink distilled from something good to drink. [Color illus.] (In The New Yorker, Oct. 16, 1965, p.168) Appl. author: Freeman & Gossage, Inc. © 14Oct65; KK191205.

Say, do you know what day this is? Just checking. Pink champagne. (In The New Yorker, Sept. 11, 1965, p.205) Appl. author: Freeman & Gossage, Inc. © 9Sep65; KK191206.

Tonight could be the night in black, white, red or pink. (In Holiday, Oct., 1965, p.109) Appl. author: Freeman & Gossage, Inc. © 14Sep65; KK191056.

MATTEL, INC. ©
Skipper and Skooter jigsaw puzzle, 100 interlocking pieces; no.4646. [Picnic scene] Whitman Pub. Co. On wrapper. © 23Sep65; KK190550.

Skipper and Skooter jigsaw puzzle, 100 interlocking pieces; no.4646. [Soda shop scene] Whitman Pub. Co. On wrapper. © 23Sep65; KK190551.

MAYOR, LUTHER T., JR. See ORANGE COUNTY (CALIF.) MULTIPLE LISTING SERVICE.

MEAD JOHNSON & CO. EDWARD DALTON CO. See DALTON (EDWARD) CO.

MEAD JOHNSON & CO. MEAD JOHNSON LABORATORIES. ©
For a margin of nutritional safety in normal growth and development; Tri-Vi-Sol. (In G.P., May 1964, p.70) © 1May64; KK191405.

For life sustaining tube feeding, Sustagen. (In Surgery, gynecology and obstetrics, Mar. 1965, p.123) © 1Mar65; KK191403.

Let's set the record straight on vitamins and vitamin supplementation; Tri-Vi-Sol. (In The Journal of the American Osteopathic Assn., Sept. 1964, p.117-120) © 20Sep64; KK191402.

Normal growth and development for a margin of nutritional safety in normal growth and development; Tri-Vi-Sol vitamin drops. (In Pediatrics, Jan. 1964, p.26-27) © 5Jan64; KK191404.

MEAD JOHNSON LABORATORIES. ©
Let's set the record straight on vitamins and vitamin supplementation. (In Medical world news, Jan. 15, 1965, p.165-168) © 15Jan65; KK189717.

MELNOR INDUSTRIES, INC. ©
Lawn sprinklers & gardening aids 1966. 1 v. © 2Sep65; KK190178.

MELROSE DISTILLERS CO. ©
Big boy, half gallon, 12 year old whisky; Melrose Rare. (In Massachusetts beverage journal, July 1965, p.54-55) Appl. author: Otto Kleppner. © 1Jul65; KK189835.

MENDLE BOX WRAP & LABEL CORP. ©
Handmade Grandini. On wrapper. Appl. author: Burton W. Fischer. © 13Nov64; KK191674.

MERCEDES-BENZ OF NORTH AMERICA, INC. ©
Clip this coupon to learn how you can drive a new Mercedes-Benz with free fuel. (In The Florida times-union, July 6, 1965, p.3) Appl. author: Ogilvy, Benson & Mather, Inc. © 6Jul65; KK189178.

Dial 224-5176 if you would like to own this Mercedes-Benz; Mercedes-Benz 190D four door sedan. (In Columbus dispatch, July 6, 1965, p.5A) Appl. author: Ogilvy, Benson & Mather. © 6Jul65; KK189180.

I am looking for 1,000 Americans to invest in something different. (In The Evening sun, Baltimore, July 30, 1965, p.A-13) Appl. author: Ogilvy, Benson & Mather, Inc. © 30Jul65; KK189462.

I am looking for 1,000 Americans who are willing to invest in something different. (In The Florida times-union, July 6, 1965, p.3) Appl. author: Ogilvy, Benson & Mather, Inc. © 6Jul65; KK189179.

MERIT PRODUCTS, INC. ©
Coated abrasive products for the metal working industry; NWSA index 1010. 8 p. © 7Jun65; KK189401.

METCO, INC. ©
Plasma flame spray process. 7 p. (Bulletin 142) © 18May65; KK189957.

METRO-GOLDWYN-MAYER, INC.
The man from U.N.C.L.E. [Tag] © MGM a.a.d.o. Metro-Goldwyn-Mayer, Inc.; 10Jun65; KK191527.

The man from U.N.C.L.E. official pajama model. On bag. © MGM a.a.d.o. Metro-Goldwyn-Mayer, Inc.; 10Jun65; KK191528.

MEYER, MRS. FRANCIS S. See MEYER PROJECTS.

MEYER (FRANK C.) CO. DIVISION. See MILLEN INDUSTRIES, INC. FRANK C. MEYER CO. DIVISION.

MEYER PROJECTS. ©
Hangette closet space-saver holds 7 garments. (Card-package for mounting Hangette closet space-saver) © 12Oct63; KK191244.

MICHEL'S DESIGNS, INC. ©
Vel-vette; original designed by Charles Gross. Sheet. © 15Jan64; KK191071.

Vel-vette arbor, designed by Charles Gross; VAP-K1-TU. Sheet. © 15Jan64; KK191076.

Vel-vette beauty, designed by Charles Gross; BEP-123-1A. Sheet. © 15Jan64; KK191068.

Vel-vette beauty border; original designed by Charles Gross. Sheet. © 15Jan64; KK191073.

Vel-vette bouquet, designed by Charles Gross; BOP-612-RU. Sheet. © 15Jan64; KK191066.

Vel-vette buds; original designed by Charles Gross. Sheet. © 15Jan64; KK191063.

Vel-vette butternut border; original designed by Charles Gross. Sheet. © 15Jan64; KK191072.

Vel-vette cameo ceiling; VCC-123-R. Sheet. © 15Jan64; KK191061.

Vel-vette elegance; original designed by Charles Gross. Sheet. © 15Jan64; KK191062.

Vel-vette elegance border; original designed by Charles Gross. Sheet. © 15Jan64; KK191067.

Vel-vette lace border; original designed by Charles Gross. Sheet. © 15Jan64; KK191064.

Vel-vette palmette border; original designed by Charles Gross. Sheet. © 15Jan64; KK191075.

Vel-vette petal border; original designed by Charles Gross. Sheet. © 15Jan64; KK191074.

Vel-vette pompadour border; original designed by Charles Gross. Sheet. © 15Jan64; KK191069.

Vel-vette ribbon border; original designed by Charles Gross. Sheet. © 15Jan64; KK191070.

Vel-vette spring; VSP-500-BK. Sheet. © 15Jan64; KK191065.

Vel-vette spring border; original designed by Charles Gross. Sheet. © 15Jan64; KK191077.

MICHIGAN CHEMICAL CORP. ©
This home is uniquely protected in all ways by Firemaster. (In Chemical week, Aug. 21, 1965, p.1) Appl. author: Aves Advertising, Inc. © 21Aug65; KK189753.

MIDAS, INC. ©
We're different; Midas muffler shops. (In Bridgeport post, June 21, 1965, p.18) Appl. author: Arnold & Co., Inc. © 21Jun65; KK189678.

MILES LABORATORIES, INC. ©
Low intake, high uptake, faulty utilization; One-a-Day multiple vitamins. (In Medical world news, June 4, 1965, p.24-25) Appl. author: Robert E. Wilson, Inc. © 1Jun65; KK189964.

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MILIUS, HELEN C.
See seven top travel attractions of the southeast from your base at Boar's Head. See BOAR'S HEAD INN.

MILLEN INDUSTRIES, INC. FRANK C. MEYER CO. DIVISION. ©
Expresso's by Seymour. On wrapper. © 3May65; KK191006.

MILLER BREWING CO. ©
Miller High Life; sparkling, flavorful, distinctive. Barroom scene. (In True, Dec. 1964, p.21) Appl. author: C. A. Mathisson. © 25Nov64; KK189245.

Miller High Life; sparkling, flavorful, distinctive. Outdoor picnic scene. (In Time, July 16, 1965, p.49) Appl. author: C. A. Mathisson. © 12Jul65; KK189297.

Miller High Life, the champagne of bottle beer, sparkling, flavorful, distinctive. Men fishing scene. (In Sports afield, May 1, 1965, p.39) Appl. author: C. A. Mathisson. © 26Apr65; KK188928.

MILLER DREDGE CO. ©
Gold dredges, as good as the name implies. Sheet. Appl. author: Carl Frank Miller. © 28May65; KK190286.

MILLER TILT-TOP TRAILER, INC. ©
'65 Miller Tilt-Top trailer catalog. 14 p. (Catalog no.B-7064) © 2Apr65; KK189116.

Tilt and go with a Miller Tilt-Top trailer. (In Construction equipment and materials, June 1965, p.127) © 15May65; KK189277.

MILPRINT, INC. PACKAGING MATERIAL SERVICE.
Happy Thanksgiving; design no.462. Wrapper. © Milprint, Inc. (in notice: Packaging Material Service a division of Milprint, Inc.); 15Dec65; KK191834.

MINNESOTA BUSINESS HORIZONS, INC. ©
Promotional stamps. (Minnesota Twins promotional stamp) Sheet. Appl. author: Carl D'Aquila. © 230ct65; KK191342.

MINNESOTA MINING & MANUFACTURING CO.
August 1st, you'll be ready to make taped music at 7 1/2 ips just as obsolete; you can profit ... Scotch brand Dynarange series tape is on the way. (In The Discount merchandiser, June 1965, p.21) © 3 M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 15May65; KK189162.

At Arlington State College, tape equipped lab busy to capacity. (In School product news, Aug. 1965, p.14-15) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 1Aug65; KK190040.

At Iowa State University, 4 foreign languages now major at leading A & E school. (In The Catholic educator, June 1965, p.894-895) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3 M Co.); 25May65; KK189163.

4 foreign languages now major at Iowa State. (In Catholic educator, Nov. 1965, p.91) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 250ct65; KK191677.

How Standard Register holds 75 sales meetings at once; Scotch brand magnetic tape. (In Industrial photography, June 1965, p.35) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 24May65; KK189043.

How to keep your husband the whitest collar guy in the block; Scotch brand spray starch. (In Good housekeeping, Nov. 1965, p.262f) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 200ct65; KK190849.

If we've said Dynarange once, we'll say it over 25,000,000 times; Scotch brand Dynarange series recording tape. (In The Discount merchandiser, Sept. 1965, p.16-17) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 15Aug65; KK190395.

Now, there's a tape that lets you record twice the music per foot; Scotch brand Dynarange.. (In Stereophonic tapes, fall 1965, p.36-37) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 15Sep65; KK190342.

Our tape speaks for Tiros; Scotch magnetic tape, 861. (In Aviation week, May 10, 1965, p.87) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 7May65; KK188845.

This tape's a world-traveling missionary; Scotch magnetic tape. (In The Homiletic and pastoral review, May 1965, p.636) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 20Apr65; KK188844.

We just developed a sound tape so sensitive that you can now cut recording speed by half, yet retain full fidelity; Scotch brand Dynarange series recording tape. (In Modern photography, Oct. 1965, p.81) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 10ct65; KK191147.

What mariner sees, our tape remembers; Scotch brand magnetic tape. (In Electronic news, July 19, 1965, p.14) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 19Jul65; KK190155.

When Polaris speaks, our tape listens; Scotch magnetic tape. (In International science & technology, May 1965, p.4 of cover) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 20Apr65; KK189044.

MINUTE MAID DIVISION, COCA-COLA CO.
See COCA-COLA. MINUTE MAID DIVISION.

MRS. LELAND'S KITCHENS. ©
Old fashioned chocolates, chocolate Pollywogs; net weight one half pound. On box. © 23Jul65; KK189464.

Old fashioned chocolates, chocolate Pollywogs; net weight two-thirds pound. 2 stickers. © 23Jul65; KK189467.

Old fashioned chocolates, chocolate Pollywogs; net weight 6 1/2 ounces. 2 stickers. © 23Jul65; KK189466.

Old fashioned country store candies; 120 individually wrapped old time favorites; net weight one pound, six ounces. On box. © 23Jul65; KK189470.

Order blank for big thick 50¢ bars of Mrs. Leland's old fashioned rich milk chocolate. Sheet. © 24Dec65 (in notice: 1966); KK191799.

Order blank for Mrs. Leland's old fashioned country store candies. Sheet. © 24Dec65 (in notice: 1966); KK191798.

MODERN AMERICAN HOMES, INC. ©
You'll find excitement, glamor, magic in the Mardi Gras homes. Folder. © 1May65; KK190429.

MODERN SUPPLIES, INC. ©
Electricians wire color code, 505 green; net wt. 70 grams avoir. On wrapper. © 2Aug65; KK190295.

MOLDED PRODUCTS. ©
This is Twistit; the new four-in-one stopper in clinical white rubber for modern laboratory use. Sheet. Appl. author: Albert L. Gibney Co. © 170ct65; KK190766.

MONACO OPTICAL CORP. ©
Self regulating Astro-Matic sunglasses. Card. © 8May64; KK189153.

MONARCH, S. C. ©
Hot-line automobile battery, unconditionally guaranteed forever. Sheet. © 15Sep65; KK190887.

MONMOUTH CANNING CO. ©
Homemaker's Blue Lake cut green beans; net wt. 15 1/2 oz. avd. On wrapper. © 26Mar65; KK188850.

MONTGOMERY, CARL F. ©
Hand-carved hostess wares. Sheet. © 18Aug65; KK189607.

Lyrical lines in wood. Sheet. © 18Aug65; KK189610.

Philippine filigree; exclusive Philippine handicrafts. Sheet. © 18Aug65; KK189606.

Salad bowl sets. Sheet. © 18Aug65; KK189608.

Wooden symbols of hospitality. Sheet. © 18Aug65; KK189611.

World of Tiki and Igorot. Sheet. © 18Aug65; KK189609.

MORRELL (JOHN) & CO. ©
Iowa almanac by Fran Paulson, a monthly feature about Iowa from Iowa's own Morrell Meats. (In The Des Moines register, Sept. 2, 1965, p.11) Appl. author: Allen, Anderson, Niefeld & Paley, Inc., Advertising. © 2Sep65; KK189886.

Win, Admiral duplex 19 refrigerator-freezer filled with quality Morrell Pride meats. (In The Commercial appeal, Memphis, Oct. 18, 1965, p.12) © 180ct65; KK191280.

MORRIS, OLIVE Z. See SALES STIMULATION CO.

MORRIS, WILLIAM F. See SALES STIMULATION CO.

MORTON CHEMICAL CO.
Seed treatment. 25 p. © Morton Chemical Co., division of Morton Salt Co.; 19Mar65; KK189576.

MUSIC INTERIORS.
Unless you enjoy hiding boxes, you'll love your lamp speakers. (In Source book, directory ed., July-Aug. 1965, p.43) © Acoustica Associates, Inc. d.b.a. Music Interiors; 2Jul65; KK189711.

MYERS, ELDON K. ©
Mobile Brake; Brake Drum Turning Service Co. Sheet. © 2Aug65; KK189548.

Mobile Brake; drum turning service. Folder. © 2Aug65; KK189549.

N

NABISCO. ©
Cheesed pears a la Ritz crackers. (In Life, Sept. 10, 1965) Appl. author: McCann-Erickson, Inc. © 7Sep65; KK191706.

The daily snack times; Ritz quiet on taste issue. (In Life, July 9, 1965, p.6-7) Appl. author: McCann-Erickson, Inc. © 5Jul65; KK189738.

Lazy Susan throws a party with Nabisco snack crackers and Kraft cheese spreads. (In Life, May 7, 1965, p.66-67) Appl. author: McCann-Erickson, Inc. © 3May65; KK189726.

Love & cookies from Nabisco. (In Life, Feb. 12, 1965, p.81-83) Appl. author: McCann-Erickson, Inc. © 8Feb65; KK189789.

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My favorite subject is lunch; Oreo creme sandwich. (In Life, Sept. 3, 1965, p.38-39) Appl. author: McCann-Erickson, Inc. © 30Aug65; KK191707.

No, you don't have to have a party to enjoy new Party Partners, but it's not a bad idea. (In Life, Sept. 24, 1965, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 20Sep65; KK191705.

Wouldn't it be nice if you could reclose watermelons to keep them fresh like Premium saltine crackers? (In Progressive farmer, June 1965) Appl. author: McCann-Erickson, Inc. © 17May65; KK189727.

You still barbecuing? Entertainers crackers. (In Life, June 18, 1965) Appl. author: McCann-Erickson, Inc. © 14Jun65; KK189732.

NATE, JEAN. ©
That joyous Jean Nate fragrance now in a spray deodorant. (In Beauty fashion, Aug. 1965, p.119) Appl. author: Zlowe Co., Inc. © 10Aug65; KK189962.

You'll flip your cap, new Jean Nate deodorant. (In American journal of nursing, Aug. 1965, p.42) Appl. author: Zlowe Co., Inc. © 1Aug65; KK189961.

NATIONAL BANK OF COMMERCE IN NEW ORLEANS. ©
Do you know how much money you spent on this date? (In New Orleans states-item, Aug. 9, 1965, p.11) Appl. author: Knox Reeves-Fitzgerald Advertising. © 9Aug65; KK190287.

I. Q. Goldsworth elucidates how $6.76 bought a 3.5 average. [Port. of boy with glasses] (In The Driftwood, Oct. 21, 1965, p.10) Appl. author: Knox Reeves-Fitzgerald Advertising. © 21Oct65; KK190905.

I was without any income for three weeks; saving $25 a month at NBC prepared him for such an emergency. (In States-item, New Orleans, Oct. 18, 1965, p.7) Appl. author: Knox Reeves-Fitzgerald Advertising. © 18Oct65; KK190631.

Is your time worth more than 15¢ an hour? (In New Orleans states-item, Aug. 2, 1965, p.7) Appl. author: Knox Reeves-Fitzgerald Advertising. © 2Aug65; KK189852.

Lost; it happens every day. (In New Orleans states-item, July 26, 1965, p.9) Appl. author: Knox Reeves-Fitzgerald Advertising. © 26Jul65; KK189848.

New pay-as-you-go special checking account. (In The Times-picayune, Nov. 10, 1965, p.13) Appl. author: Knox Reeves-Fitzgerald Advertising. © 10Nov65; KK191041.

Personal checking accounts. (In New Orleans states-item, June 14, 1965, p.8) Appl. author: Knox Reeves-Fitzgerald Advertising. © 14Jun65; KK189853.

Toulouse La Bergeron expounds, how $17.50 became my masterpiece. (In Veritas, Sept. 24, 1965, p.3) Appl. author: Knox Reeves-Fitzgerald Advertising. © 24Sep65; KK191183.

Twinkle Toes Smirt tells how $13.75 won the game. [Port. of football player] (In The Driftwood, Sept. 23, 1965, p.4) Appl. author: Knox Reeves-Fitzgerald Advertising. © 23Sep65; KK190904.

NATIONAL BISCUIT CO. ©
As good as good can be, the best of everything in Fig Newtons cakes by Nabisco. (In American automatic merchandiser, June 1965, p.36) Appl. author: Needham & Grohmann, Inc. © 15Jun65; KK189023.

Discover Team flakes, the first cereal to blend four grains for flavor. (In Life, Sept. 3, 1965, p.R7) © 3Sep65; KK191034.

Everybody has a little sweet tooth, and everybody loves the people pleasing flavor of Nabisco cookies. (In American automatic merchandiser, July 1965, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15Jul65; KK189234.

However, wherever, whenever they travel, people on the go look for Nabisco. (In Fast food, Apr. 1965, p.52-53) Appl. author: Needham & Grohmann, Inc. © 9Apr65; KK189094.

In plants, everybody counts on Nabisco for flavor, freshness and real fun eating. (In American automatic merchandiser, Aug. 1965, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15Aug65; KK189612.

Lively new taste, Shreddies is here. (In Life, Oct. 1, 1965, p.R3) © 10Oct65; KK191035.

Lively new taste, Shreddies is here. (In The Indianapolis star, Sept. 26, 1965, p.7) © 26Sep65; KK191267.

New energy cereal, Shreddies is here, for those in the know, on the go! (In McCall's, Nov. 1965, p.Tc) © 21Oct65; KK191450.

School-time or any time is fun eating time with Nabisco. (In American automatic merchandiser, Oct., 1965, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15Oct65; KK191033.

To ensure in-plant satisfaction use Nabisco quality on the job. (In Institutions magazine, June 1965, p.146-147) Appl. author: Needham & Grohmann, Inc. © 1Jun65; KK189022.

What's in it for you? Profit; Nabisco. Cheese peanut butter sandwiches. (In American automatic merchandiser, Sept. 1965, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15Sep65 (in notice: 1964); KK190356.

What's in it for you, profit; special for January; cheese peanut butter sandwiches. (In American automatic merchandiser, Dec. 1965, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15Dec65; KK191830.

What's in it for you, profit, special for July; cheese peanut butter sandwiches. (In American automatic merchandiser, June 1965, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15Jun65; KK189024.

When Christmas shopping, they'll all be stopping for a quick peanut pick-me-up from Nabisco. (In American automatic merchandiser, Nov. 1965, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 19Nov65; KK191338.

NATIONAL COMBUSTION CO., INC. ©
Layout for slab heating for car wash; fig.81. Natco system with solenoid valve and direct return to condensate receiver; FK-16. 2 sheets. Appl. author: Charles F. Saladino, Inc. NM: revisions. © 15Oct65; KK191192.

NATIONAL COMMITTEE ON THE OBSERVANCE OF MOTHER'S DAY, INC. ©
Remember mother with a gift she'll remember; Mother's Day, Sunday May 8. (Official poster for Mother's Day 1966) Illus. signed: Coby Whitmore. © 22Nov65; KK191392.

NATIONAL DAIRY PRODUCTS CORP. ©
Crazy vanilla Sealtest ice cream; one half gallon liquid. On folding carton. © 14Oct65; KK191495.

NATIONAL TIME RESEARCH INSTITUTE, INC. ©
Daylight saving time ... USA 1965. Sheet. © 8May65; KK189681.

NATIONAL WHEEL & RIM ASSN. ©
NWRA brake drum; part number X-21002, Rambler. Sheet. © 21Jun65; KK189102.

NE PLUS ULTRA IMPORTING CO. ©
The summit of achievement; blended scotch whisky. (In Beverage media, metro ed., May 1965, p.95) Appl. author: Otto Kleppner. © 1May65; KK188970.

The ultimate gift for the discriminating few; Ne Plus Ultra scotch whisky. (In Sun-Times, Chicago, Nov. 16, 1965, p.64) Appl. author: Otto Kleppner. © 16Nov65; KK191616.

NEEDHAM PACKING CORP. OF MONTANA. ©
Big sky beef. Card. © 28May65; KK189619.

NEIMAN-MARCUS. ©
Our great annual handbag event begins. (In Morning news, Dallas, Oct. 8, 1965, p.22D) © 8Oct65; KK190624.

NESTER & FAUST MANUFACTURING CORP. ©
Prepkromatic 850; preparatory gas chromatograph. 1 v. © 15Mar65; KK189686.

NEVCO WOOD PRODUCTS CO., INC.
Adapta shelf; 780/SHR, 781/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189574.

Barbecue & oven tongs; 1390/C. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189570.

Butcher boy for steaks, roasts; code 1001. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189568.

Canape spreader, stainless steel; no.1304/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 3Dec65; KK191780.

Carry-all tray; 1234/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 26Jul65; KK189569.

Carving board for use with electric knife; code 1200. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189571.

Chopping block; 99/SHR. On wrapper. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189565.

Colonial salt & pepper caddy; 1072/SHR. On folding carton. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 26Jul65; KK189563.

Decorative spice rack with jars; 1 shelf. On folding carton. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 9Apr65 (in notice: 1964); KK189591.

Egg caddies and spoons, easy to clean; no.1278/2/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 3Dec65; KK191783.

5-piece measuring scoop set; no.1168/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Nov65; KK191715.

Flower stand & utility bench; 570/SHR, 571/SHR. Card. © Nevco a.a.d.o Nevco Wood Products Co., Inc.; 29Jul65; K189556.

Frozen food kitchen saw; 1144/SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 5Aug65; KK189573.

Fruit fork; no.1303/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 5Nov65; KK191299.

Fruit knife; no.1302/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 5Nov65; KK191297.

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NEVCO WOOD PRODUCTS CO., INC.-Con.
Giv-a-party lemon squeezer; no.725/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Nov65; KK191711.

Giv-a-party squeezette; no.726/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Nov65; KK191712.

Handy cutting board. Bread. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189559.

Handy cutting board. Cake. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189557.

Handy cutting board. Cheese. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189561.

Handy cutting board. Cookies. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189560.

Handy cutting board. Fowl. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189550.

Handy cutting board. Ham. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189553.

Handy cutting board. Roast. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189552.

Handy cutting board. Sandwich. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189562.

Handy cutting board. Vegetables. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189558.

Handy organizer; 1438/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 5Nov65; KK191300.

Heavy duty, professional super scoop; no.1350/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Nov65; KK191713.

Hot plate; 1232/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 26Jul65; KK189572.

Kitchen tongs; no.1374/C. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 5Nov65; KK191298.

Lobster cracker set, chrome plated for long life; no.151/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 3Dec65; KK191776.

Nut cracker set, ridged non-slip jaws; no.1081/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 3Dec65; KK191777.

Pastry blender; 1320/SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 5Aug65; KK189554.

Penn-Dutch hardwood cutting board set; 85/3/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189566.

Quality triple chrome plated food-scoop; no.1270/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Nov65; KK191714.

Salt & pepper caddy; 1365/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189555.

Salt, pepper and cinnamon set; 677/SHR. On folding carton. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 26Jul65; KK189567.

Set of 2 pourers, chrome plated; 1087/2/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 3Dec65; KK191782.

Snack time bowls; 1240/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189564.

Stretch & ski pants hanger set; 1328/C. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 29Jul65; KK189551.

Teakwood book ends; no.1396/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 3Dec65; KK191781.

3-in-one kitchen knife, stainless steel; no.1313/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 3Dec65; KK191779.

3-piece measuring scoop set, cast aluminum; 122/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 3Dec65; KK191778.

Tomato slicer with handy pusher; 1186/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 5Nov65; KK191301.

NICHOLSON, LARRY B. See SEVEN SEAS CO.

NOPCO CHEMICAL CO. ©
Top-Flow D. Sheet. © 9Aug65; KK190470.

NORDBERG MANUFACTURING CO. ©
Four way, three position, manually operated hydraulic valve with all connections blocked in neutral. Sheet. (Bulletin 347) © 19Nov65; KK191751.

Inline check type hydraulic valve. Sheet. (Bul. 341) © 11Feb65; KK188892.

Inline check type hydraulic valve. Sheet. (Bulletin 342) © 19Nov65; KK191746.

Inline check type hydraulic valve. Sheet. (Bulletin 343) © 19Nov65; KK191747.

Inline check type hydraulic valve. Sheet. (Bulletin 344) © 19Nov65; KK191748.

Inline stop type hydraulic valve. Sheet. (Bul. 336) © 10Feb65; KK188887.

Inline stop type hydraulic valve. Sheet. (Bul. 337) © 10Feb65; KK188888.

Inline stop type hydraulic valve. Sheet. (Bul. 338) © 10Feb65; KK188889.

Inline stop type hydraulic valve. Sheet. (Bul. 339) © 10Feb65; KK188890.

Operating release type hydraulic valve. Sheet. (Bul. 340) © 10Feb65; KK188891.

Stop and release type hydraulic valve. Sheet. (Bulletin 345) © 19Nov65; KK191749.

Three way, three position manually operated hydraulic valve with all connections blocked in neutral. Sheet. (Bulletin 346) © 19Nov65; KK191750.

NORDIC ENTERPRISES, INC. ©
Rapala fish 'n filet. Sheet & cutout. © 10Oct65; KK191766.

NORMAN INDUSTRIES, INC. ©
Like getting a permanent tune-up; Fail Safe solid state ignition converter; stock no.8140. Sheet. © 10Oct65; KK191445.

NORTH AMERICAN PHILIPS CO., INC. ©
First you use it as a shaver, then as a shaver plus; Norelco Beauty Sachet. (In Good housekeeping, Dec., 1965, p.39) © 18Nov65; KK191423.

Free offer, get this NFL How to pass, kick, run, block football book as a free gift. Norelco Speedshaver. (In The Times, New York, Oct. 19, 1965, p.53) © 19Oct65; KK190583.

The new Norelco Speedshaver shaves 18% closer than any other shaver. (In The American Legion magazine, Aug. 1965, p.2) © 1Aug65; KK189690.

Norelco wishes everybody a close, neat, fast ... Merry Christmas; new speedshaver. (In Reader's digest, Dec. 1965, p.240) © 25Nov65; KK191820.

Where did the new Norelco Speedshaver ever get the idea that it could match shaves with a blade? (In U. S. news & world report, Oct. 25, 1965, p.3) © 18Oct65; KK190680.

NORTHWEST PAPER CO. ©
Mountie & guide sight the red tomahawk in tree. Folder. © 27Aug65; KK189758.

Mountie and seamen on the dock, west coast lumber schooner; pedigreed papers. © 9Nov65; KK191123.

Mountie watches old timer finish a scale model of a stagecoach; this memo pad features Carlton bond; December 1965. Illus. signed: A. Frieberg. © 29Nov65; KK191359.

NOXZEMA CHEMICAL CO. ©
A Cover Girl complexion, the clear skin look you love. [Endorsed by Geraldine Petersen] (In Teen, Sept. 1965, p.36) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 13Aug65; KK190131.

Mmmm, the moist mouth; Cover Girl medicated lipstick by Noxzema. (In Look, July 27, 1965, p.53) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 13Jul65; KK190132.

NUCLEAR CONSULTANTS CORP. ©
Cobium 60 treatment time calculator. NM: revision & additions. © 16Aug65; KK190152.

O

OCEANA PUBLICATIONS, INC. ©
Books are weapons in the war on poverty. [Hands reaching up to books] Kate Coplan, designer & producer. © 1Mar65; KK189803.

Harvest of books. [Fruits & books spilling out of horn of plenty] On box. Appl. author: Kate Coplan. © 1Nov64; KK189802.

Season's greetings; this year give books. [Reindeer & Christmas wrapped packages] On box. Appl. author: Kate Coplan. © 1Dec64; KK189801.

Today's youth; problems, performance. [Knife & book] Kate Coplan, designer & producer. On box. © 1Jun65; KK189804.

O'CONNELL-BAUER CO. ©
Snack-Sac for people who enjoy good food. On bag. © 12Feb65 (in notice: 1964); KK188898.

OHRBACH'S, INC. ©
Genuine; the original designs in the original imported fabrics. (In The New York times, Sept. 16, 1965, p.C25) Appl. author: Doyle Dane Bernbach, Inc. © 16Sep65; KK190378.

I love her but who can afford her? [Little girl eating spaghetti] (In The New York times, Nov. 5, 1965, p.L-13) Appl. author: Doyle Dane Bernbach, Inc. © 5Nov65; KK191217.

I love her but who can afford her? [Little girl sitting on curb] (In Newsday, Long Island, Aug. 30, 1965, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 30Aug65; KK191218.

I love her but who can afford her; the young set at Ohrbach's-Westbury. (In Long Island newsday, Oct. 4, 1965, p.33) Appl. author: Doyle Dane Bernbach, Inc. © 4Oct65; KK191788.

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I love him but who can afford him? [Boy with baseball bat] (In Long Island newsday, Sept. 7, 1965, p.41) Appl. author: Doyle Dane Bernbach, Inc. © 7Sep65; KK190930.

I love him but who can afford him? [Young boy holding skate board] (In Long Island newsday, Oct. 1, 1965, p.36) Appl. author: Doyle Dane Bernbach, Inc. © 10ct65; KK190931.

I love him but who can afford him; the young set at Ohrbach's-Westbury. (In Long Island newsday, Oct. 15, 1965, p.28) Appl. author: Doyle Dane Bernbach, Inc. © 150ct65; KK191787.

Is Ohrbach's for Arthur Taylor? (In The New York times, Nov. 14, 1965, p.L-53) Appl. author: Doyle Dane Bernbach, Inc. © 14Nov65; KK191216.

Is Ohrbach's for Bridget power? (In The New York times, Oct. 11, 1965, p.26) Appl. author: Doyle Dane Bernbach, Inc. © 110ct65; KK191793.

Is Ohrbach's for Emma Smith? [Woman standing, shoulder bag in hand] (In The New York times, Aug. 29, 1965, p.51) Appl. author: Doyle Dane Bernbach, Inc. © 29Aug65; KK190933.

Is Ohrbach's for Evan Stark? [Man standing at stage door] (In The New York times, Oct. 29, 1965, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 290ct65; KK190932.

Is Ohrbach's for Joan Glynn? (In New York herald tribune, Oct. 3, 1965, p.27) Appl. author: Doyle Dane Bernbach, Inc. © 30ct65; KK190376.

Is Ohrbach's for Marty Carlson? (In The New York times, Sept. 16, 1965, p.38L) Appl. author: Doyle Dane Bernbach, Inc. © 16Sep65; KK190377.

Is Ohrbach's for Marvin Honig? (In Daily news, New York, Oct. 11, 1965, p.27) Appl. author: Doyle Dane Bernbach, Inc. © 110ct65; KK190567.

Is Ohrbach's for Sheila Green? (In New York post, Sept. 26, 1965, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 26Sep65; KK190375.

Is Ohrbach's for Stanley Lee? [Port. of Oriental boy] (In The New York times, Oct. 24, 1965, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 240ct65; KK191051.

Listen to them, just listen; Paris fashion show. (In The New York times, Sept. 12, 1965, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 12Sep65; KK190108.

No, is Ohrbach's for Betty Luft. (In The New York times, Aug. 15, 1965, p.L53) Appl. author: Doyle Dane Bernbach, Inc. © 15Aug65; KK189754.

Ohrbach's famous anniversary party starts tomorrow at 10:00; come prepared for whopping buys. [Woman in Towmotor] (In Newark star ledger, Oct. 19, 1965, p.10) Appl. author: Doyle Dane Bernbach, Inc. © 190ct65; KK191049.

You can even afford a little something for yourself. (In The New York times, Nov. 28, 1965, p.L-53) Appl. author: Doyle Dane Bernbach, Inc. © 28Nov65; KK191789.

Your second most important choice this week is one of the great coat buys at Ohrbach's. [Woman in voting booth] (In The New York times, Oct. 31, 1965, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 310ct65; KK191050.

OLIN MATHIESON CHEMICAL CORP. ©
Caries and oral habits in children; Broxodent automatic action toothbrush. Folder. © 12Aug65; KK189716.

The mill products of Olin brass. 29 p. © 14Jun65; KK189587.

ORANGE COUNTY (CALIF.) MULTIPLE LISTING SERVICE.
Thinking of selling your home? (In Orange County evening news, Mar. 19, 1965, p.B-5) © Luther T. Mayo, Jr. d.b.a. Orange County Multiple Listing Service; 19Mar65; KK189294.

OREGON BRASS WORKS. ©
Identifications with prestige. Folder. © 15Nov65; KK191332.

OREGON BULB FARMS, INC. ©
Jan De Graaff world famous lilies. (Lily banner) Folder. © 1Jun65; KK189536.

Jan de Graaff world famous lilies, hardy, easy to grow. Sheet. © 1Jun65; KK189640.

OSHKOSH FILTER & SOFTENER CO., INC.
The all new Diamond fully automatic filter and purifier; CD series. (CD series water filter & purifier) Sheet. © Oshkosh Filter & Softener (in notice: Oshkosh Filter & Softener Co., Inc.); 2Sep65; KK190139.

Diamond industrial, commercial, institutional water softeners; EHS-XLB commercial series. (EHS-XLB water softener) Folder. © Oshkosh Filter & Softener (in notice: Oshkosh Filter & Softener Co., Inc.; 2Sep65; KK190140.

OSTER (JOHN) MANUFACTURING CO. ©
Any way you cut it, you'll do better with Oster; detachable blade hair clipper. (In Barber science, Apr.-June 1965, p.5) © 1Apr65; KK189235.

Great way to make and dispense liquid soap lather; new Oster 229 Lather-service. (In The Master barber & beautician magazine, Aug. 1965, p.24-25) © 1Aug65; KK189892.

Here's how you can work Mini miracles Osterizer spin cookery and Mini-Blend containers. (In What's new in home economics, Sept. 1965, p.62-63) © 1Sep65; KK191144.

It's not larceny though it is grand; 8 speed pushbutton Osterizer, liquefier blender. (In Premium practice, Oct. 1965, p.219) © 10ct65; KK191145.

New from Oster, the last word in blades for breezing through butch cuts and flat tops. (In Master barber's bulletin, June 1965, p.12-13) © 1Jun65; KK189236.

The Osteronic 77 professional hair clipper, utterly new, utterly quiet. (In Master barbers' bulletin, Oct. 1965, p.12-13) © 10ct65; KK191143.

OTTO (GEORGE F.) CORP. ©
Butter pecan ice cream; one half gallon. On folding carton. © 9Mar65; KK188902.

OVERLAND ANCHORLOK, INC. ©
Anchorlok parking and emergency spring brakes; eliminate costly rebuilt exchange programs. (In Fleet management news, Mar. 15, 1965, p.38) © 15Mar65; KK189112.

No more frozen brakes for us; Anchorlok spring brakes won't freeze even at 60° below. (In Fleet management news, Dec. 15, 1964, p.18) © 15Dec64; KK189114.

Others may try to copy them in the future because truckers now know Anchorlok spring brakes are the best. (In Fleet management news, Jan. 15, 1965, p.10) © 15Jan65 (in notice: 1964); KK189113.

Standard diaphragms, the big difference; Anchorlok parking and emergency spring brakes. (In Fleet management news, Feb. 15, 1965, p.36) © 15Feb65; KK189535.

OVERLAND CO. ©
Fisherman's Friend fishing tool set; no.116; 12 tools in two. On wrapper. Appl. author: Fred MacOverland. © 2Aug65; KK191414.

Fisherman's Friend, 17 tools in one; no.151. On wrapper. Appl. author: Fred MacOverland. © 2Aug65; KK191416.

New improved no.151 Fisherman's Friend; 17 tools in one. On wrapper. NM: revision. Appl. author: Fred MacOverland. © 2Aug65; KK191415.

New improved no.1166 Fisherman's Friend fishing tool set; 12 tools in two. On wrapper. Appl. author: Fred MacOverland. © 2Aug65; KK191413.

OWENS-ILLINOIS, INC. ©
Bags can be beautiful. (In Chemical week, June 19, 1965, p.20) © 19Jun65; KK189471.

A design a day; Owens-Illinois graphic designers have a talent for giving you ideas. (In Purchasing, June 17, 1965, p.120) © 17Jun65; KK191089.

OXFORD PAPER CO. ©
Find out how Oxford's $50,000,000 investment is paying off for you... drop in. (In American paper convention daily, Sept 21, 1965, p.29) Appl. author: Charles W. Hoyt Co., Inc. © 21Sep65; KK190564.

Most people do judge a book by its cover. (In Modern lithography, Sept., 1965, p.34) Appl. author: Charles W. Hoyt Co., Inc. © 1Sep65; KK190565.

OXFORD PAPERS. ©
Some annual reports are colorful, compelling, exciting. (In Marketing forum, May 1965, p.4 of cover) Appl. author: Charles W. Hoyt Co., Inc. © 10May65; KK190072.

P

P & T DISTRIBUTING CO., LTD. ©
So light, it even pours quietly; Park & Tilford Scotch. [Bearded man] (In Los Angeles times, Apr. 27, 1965, p.5) © 27Apr65; KK189263.

So light, it even pours quietly; Park & Tilford Scotch. [Female] (In Los Angeles times, Apr. 20, 1965, p.4) © 20Apr65; KK189265.

So light, it even pours quietly; Park & Tilford Scotch. [Male] (In Los Angeles times, May 4, 1965, p.5) © 4May65; KK189264.

PC CHEMICALS CO.
Blue magic concentrate all purpose cold water cleaner. On wrapper. © PC Chemicals Co., div. of Plastic Enterprises, Inc.; 10ct65; KK191329.

PACIFIC WIRE WORKS CO. ©
Pacific Wire-Grams, by George G. Altnow.
July 1965. © 1Jul65; KK189047.
Aug. 1965. © 1Aug65; KK189455.
Sept. 1965. © 1Sep65; KK190047.
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Nov. 1965. © 1Nov65; KK191208.
Dec. 1965. © 1Dec65; KK191717.

Pacific Wire-Grams, by Karl H. Kaye. July 1965. Special ed. © 15Jul65; KK189279.

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PACIFICA ESCROW CO. ©
Answering your questions about closing costs on FHA and VA transactions. Folder. © 29Jul65; KK189585.
For sale by owner. Folder. © 22Jul65; KK189586.

PACKAGING MATERIAL SERVICE, MILPRINT, INC. See MILPRINT, INC. PACKAGING MATERIAL SERVICE.

PACKERS BAR M MEAT CO. ©
Western style bacon; one pound. On folding carton. © 30Aug65; KK190057.
Western style tavern ham. On wrapper. © 9Aug65; KK190058.

PALMER LABORATORIES, INC.
Tested & approved. Sheet. Appl. author: Joel Alfred Adler. © Palmer Labs, Inc.; 5May65; KK189296.

PAN AMERICAN WORLD AIRWAYS, INC. ©
First choice of business travelers around the world, first class President Special. Folder. Appl. author: Dickie-Raymond, Inc. © 11Dec64; KK189436.

PANEF MANUFACTURING CO., INC. ©
Clean white zipper lubricant, the magic of silicone. Card. © 6Apr64; KK190089.
Fan belt, v-belt dressing; contents 4 fluid ounces. On wrapper. © 10Apr64; KK190105.
Fan belt, v-belt dressing; no.FB-80. Card. © 8Apr64; KK190098.
General purpose white grease; WG-60. Card. © 27Mar64; KK190090.
Household oil; contents 4 fluid ounces. On wrapper. © 10Apr64; KK190104.
Household oil, with Protecto-Lene 7; no.HO-70. Card. © 10Apr64; KK190094.
Instant starting lighter fluid; no.FL-110. Card. © 8Apr64; KK190100.
Lighter fluid; 4 fluid ounces. On wrapper. © 10Apr64; KK190101.
Lock defroster and anti-freeze. Contents: one-half fluid ounce. On tube. © 28Oct63; KK190459.
Lock defroster and anti-freeze; LD-1. Card. © 28Oct63; KK190087.
Lock defroster and anti-freeze; LD-12. Card. © 28Oct63; KK190107.
Lub-a-Cable, speedometer cable lubricant; no.CL-200. Card. © 8Apr64; KK190099.
Lub-a-Kit, 3 handy lubricants for home, auto, shop, sports equipment; no.KK-3. Card. © 8Apr64; KK190085.
Lub-a-Lite, dry white lubricant. no.WL-30. Card. © 8Apr64; KK190093.
Lub-a-Lock, lock lubricant; colloidal graphite with super de-icer. Card. © 8Apr64; KK190086.
Lub-a-Lock, lock lubricant; contents 4 fluid ounces. On wrapper. © 10Apr64; KK190106.
Lub-a-lock lock lubricant, defroster, anti-freeze. Contents: one-half ounce. On tube. © 8Apr64; KK190461.
Lub-a-Lock, lock lubricant; defroster, anti-freeze; no.LL-40. Card. © 8Apr64; KK190095.
Lub-a-Spray, dry graphite lubricant; LS-10. Card. © 8Apr64; KK190092.
Lub-a-stick silicone white grease stick. Contents: 1.67 ounces, net wt. On tube. © 8Apr64; KK190462.
Lub-a-Stick, white grease stick; GS-20. Card. © 8Apr64; KK190091.
Smash, penetrating oil & rust solvent; contents 4 fluid ounces. On wrapper. © 10Apr64; KK190103.
Smash, penetrating oil & rust solvent; no.SM-50. Card. © 8Apr64; KK190096.
Stainless sewing machine oil; contents 4 fluid ounces. On wrapper. © 10Apr64; KK190102.
Stainless sewing machine oil; no.MO-90. Card. © 8Apr64; KK190097.
Stainless typewriter & office machine oil. Contents: one-half ounce. On tube. © 8Apr64; KK190460.
Typewriter & office machine oil. Card. © 8Apr64; KK190088.
White grease, lubricates, protects all metal parts. Contents: 2 ounces, net wt. On tube. © 27Mar64; KK190458.
Zipper lubricant, silicone formula. Contents: one ounce. On tube. © 6Apr64; KK190457.

PANGBORN CORP. ©
Introducing Aloxsin, new family of preform abrasives to cut your media costs in half. (In Industrial equipment news, July 1965, p.74) © 1Jul65; KK189053.

PARKE, DAVIS & CO. ©
Champion of the marble game, but focus of pinworm infection; Povan. Card. © 6Aug65; KK190856.
Cosmetics, a sign of trouble for allergic patients; Benadryl. Folder. © 21Sep65; KK190881.
Cough relief for patients of all ages; Benylin expectorant. 3 balls & spoon. Card. © 15Oct65; KK190877.
The difference between cough and relief, Benylin expectorant. Two way man's head. Card. © 15Sep65; KK190862.
The difference between cough and relief, Benylin expectorant. Two way woman's head. Card. © 28Sep65; KK190869.
Dwarf ragweed ... distress for allergic patients; Benadryl. Card. © 11Aug65; KK190858.
The epileptic, adrift among the jobless? Dilantin. Folder. © 8Sep65; KK190879.
The epileptic, ambition at a standstill? Dilantin. Folder. © 30Aug65; KK190857.
The epileptic, dweller in the background? Dilantin. Folder. © 17Sep65; KK190868.
The epileptic, existence without purpose? Dilantin. Folder. © 28Sep65; KK190880.
The epileptic, flotsam on the labor mainstream? Dilantin. Folder. © 30Jun65; KK190873.
The epileptic, manpower on the scrap heap? Dilantin. Folder. © 7Oct65; KK190867.
The epileptic, morale at low ebb? Dilantin. Folder. © 4Jun65; KK190874.
The epileptic, potential going nowhere; Dilantin. Folder. © 16Aug65; KK190878.
The epileptic, study in solitude? Dilantin. Folder. © 4Aug65; KK190875.
Help keep him in the swing; Eldec Kapseals. Card. © 15Sep65; KK190861.
King of the hill, but focus of pinworm infection; Povan. Card. © 27Sep65; KK190859.
Once a contaminated burn; Elase. Folder. © 16Jul65; KK190872.
Once a painful burn; Elase. Folder. © 18Jun65; KK190871.
Once a painful lesion; Elase. Card. © 21Jun65; KK190865.
The picture changes with Elase. © 20Aug65; KK190866.
Russian thistle ... distress for allergic patients. Card. © 2Jul65; KK190870.
Star of the diamond, but focus of pinworm infection; Povan. Card. © 22Jul65; KK190863.
Strawberries, a sign of trouble for allergic patients; Benadryl. Folder. © 9Sep65; KK190860.
When illness depletes nutritional stores, Myadec. Card. © 28Jul65; KK190876.
When surgical patients need nutritional support, Myadec. Card. © 24Aug65; KK190864.

PARKER BROS., INC. ©
Automobile card game, Touring; no.732. On wrapper. © 19May65; KK188954.
Pegboard game, Pegity; no.220. On wrapper. © 3Aug65; KK189714.
Ping Pong, Parker Brothers table tennis set; no.246. On wrapper. © 12Apr65; KK188901.

PARKER PEN CO. ©
The gift, the new Parker 75 in solid sterling silver. (In The Reader's digest, Sept. 1965, p.215) Appl. author: Leo Burnett Co., Inc. © 25Aug65; KK190396.
A girl-size hand needs a girl-size pen ... get the new Compact Jotter ball pen. (In Life, Aug. 20, 1965, p.12) Appl. author: Leo Burnett Co., Inc. © 16Aug65; KK189890.
How to get a twenty dollar welcome with a $5 gift. Parker 45. (In Life, Oct. 29, 1965, p.60) Appl. author: Leo Burnett Co., Inc. © 21Oct65; KK191048.
How to gift shop for five people in five minutes; give Parker Jotters. Appl. author: Leo Burnett Co., Inc. © 3Dec65; KK191683.
How to gift-shop for five people in five minutes and come out under $10, give Parker Jotters. (In Life, Dec. 3, 1965, p.111) Appl. author: Leo Burnett Co., Inc. © 26Nov65; KK191650.
How to rate great big grins instead of polite little smiles this Christmas, give a Parker pen. (In Life, Dec. 3, 1965, p.13) Appl. author: Leo Burnett Co., Inc. © 26Nov65; KK191649.
Keep your old Parker Jotter, now you can get a Parker Compact Jotter ball pen for girl-size hands. (In Life, Aug. 13, 1965, p.18) Appl. author: Leo Burnett Co., Inc. © 9Aug65; KK189891.
Now a ball pen that floats away writing fatigue; the new Parker Jotter with touch control gives your hand a floating ride. (In Life, Oct. 8, 1965, p.130) Appl. author: Leo Burnett Co., Inc. © 40ct65; KK190726.
Why give your favorite student a good pen when he'll just lose it? (In Life, Aug. 6, 1965, p.8) Appl. author: Leo Burnett Co., Inc. © 2Aug65; KK190124.
Why the new Parker 75 inspires the kind of testimonials we could frame. (In National geographic magazine, Oct. 1965, p.446) Appl. author: Leo Burnett Co., Inc. © 27Sep65; KK190354.

PARKS (ROBERT M.) CO., INC.
Cobra cord, for electric shavers; model 3. On folding carton. © Parks Products a.a.d.o. Robert M. Parks Co., Inc.; 30Apr65; KK189168.

PASLEY (J. J.) CO.
Hey, look ... the new Run-Un-Steer toy. Card. © J. J. Pasley Co., fictitious name under which business is being done by Joseph J. Pasley; 6Jul65; KK190123.

PASTENE & CO., INC. ©
Kitchen Ready ground peeled pear tomatoes; net wt. 6 lbs. 6 oz. On wrapper. © 23Sep65; KK190796.

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PATENT SCAFFOLDING CO.
Aluminum scaffolds. Sheet. (Bulletin AS-15) Appl. author: O. H. Junggren. © Patent Scaffolding Co., division of Harsco Corp.; 21Jun65; KK189450.
PS Co. flying shoring. Folder. (Bulletin PSS-58) Appl. author: O. H. Junggren. © Patent Scaffolding Co., division of Harsco Corp.; 23Aug65; KK189675.

PATIO FOODS, INC. ©
Cubed beef chili without beans. Pedernales. Net weight 15 1/2 ozs. Sticker. © 12Oct65; KK190676.
Frozen beef dinner with barbecue sauce; net weight 11 oz. On folding carton. © 15Aug64; KK189845.
Frozen breakfast; cheese omelet; net weight 10 oz. On folding carton. © 15Aug64; KK189842.
Frozen breakfast; sausage 'n waffles with egg; net weight 5 oz. On folding carton. © 15Aug64; KK189844.
Frozen breakfast; scrambled eggs; net weight 8 oz. On folding carton. © 15Aug64; KK189843.
Frozen, cheese enchilada dinner; net weight 12 oz. On folding carton. NM: rev. © 15Jun65; KK190289.
Frozen, Mexican style combination dinner; net weight 12 oz. On folding carton. © 15Nov61; KK190291.
Frozen, 2 large beef enchiladas; net wt. 10 1/2 oz. On folding carton. NM: rev. © 15Apr65; KK190288.
Frozen, 2 large cheese enchiladas with meatless chili gravy and onions added; net weight 12 ozs. On folding carton. © 15Nov61; KK190290.
12 cocktail beef tacos; net wt. 5 1/2 oz. On folding carton. NM: rev. © 21Apr65; KK190292.

PATRICK, ROY A. ©
Pacific Northwest fly patterns. 87 p. © 21Oct64; KK189949.

PATTERSON, PATRICK.
Woolaroc museum. See PHILLIPS (FRANK) FOUNDATION, INC.

PAW PAW PLASTIC LAMINATING SERVICE, INC. ©
Mousetrap, the magnetic quick change frame. Sheet. © 15Sep65; KK191411.

PEARCE, FRANCIS C. ©
Magic circle flash cards. Card. © 20Oct65; KK190882.

PECK, INC. ©
7 distinctive Caprice gift tags, 59¢. Card. © 15Aug65; KK191453.

PEKAO TRADING CORP. ©
Paczki swiateczne, holiday parcels. Sheet. © 15Sep65; KK191279.

PELLON CORP. ©
Inner construction. (In Practical forecast, Sept. 1965) © 20Aug65; KK191283.
Look out, Dior, I've got a secret helper. (In Co-ed, Sept. 1965, p.67) © 20Aug65; KK191284.
Looking lovely longer is an inner secret; Pellon non-woven interfacings keep the shape. (In Glamour, Oct. 1965, p.61) © 20Sep65; KK191094.
Looking lovely longer is an inner secret; the secret is Pellon interfacing. (In Vogue, Sept. 1, 1965, p.103) © 20Aug65; KK191097.
The luggage is lighter because there's Pellon inside; now, let's talk about other things. (In Luggage and leather goods, July 1965, p.70) © 20Jun65; KK191096.
Remember, your sewing can be an outstanding success if you buy the best interfacings. (In National 4-H news, Sept. 1965, p.2) © 20Aug65; KK191095.
Remember, your sewing can be an outstanding success if you buy the best underfacings. (In Good housekeeping, Sept. 1965, p.224) © 20Aug65; KK191282.
You put a lot into your line and so does Pellon. [Female situations] (In Women's wear daily, May 4, 1965, p.7) © 4May65; KK190777.
You put a lot into your line and so does Pellon. [Male situations] (In Daily news record, May 11, 1965, p.7) © 11May65; KK190776.

PENICK & FORD, LTD., INC. COLLEGE INN DIVISION. ©
Get a gardenful of flavor in every glass; Vegamato, vitamin C enriched vegetable juices. Sheet. © 3Jun65; KK189673.

PEPSI-COLA CO. ©
Come alive, you're in the Pepsi generation. Girl in red. (In Reader's digest, Mar. 1965, p.47) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 25Feb65; KK188986.
Come alive, you're in the Pepsi generation. Sunny day. (In Life, Oct. 16, 1964, p.154) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 12Oct64; KK188988.
Come alive, you're in the Pepsi generation. Windblown. (In Life, Sept. 18, 1964, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 14Sep64; KK188987.
MVP for Cincinnati, VIP for Pepsi-Cola; come alive, you're in the Pepsi generation. [Endorsed by Oscar Robertson] (In Ebony, Jan. 1965, p.59) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Dec64; KK188961.
Now it's Pepsi for those who think young. Boat race. (In Life, July 31, 1964, p.6-7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 27Jul64; KK188980.
Now it's Pepsi for those who think young. Diving board. (In Progressive farmer, Aug. 1963, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 15Jul63; KK188984.
Now it's Pepsi for those who think young. Fishing. (In Progressive farmer, Apr. 1963, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 15Mar63; KK188976.
Now it's Pepsi for those who think young. Flowers. (In Life, Apr. 10, 1964, p.58-59) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 6Apr64; KK188981.
Now it's Pepsi for those who think young. Fountain. (In Progressive farmer, Mar. 1963, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 15Feb63; KK188977.
Now it's Pepsi for those who think young. Hobbyhorse. (In Progressive farmer, Dec. 1963, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 15Nov63; KK188982.
Now it's Pepsi for those who think young. Mother & daughter. (In Progressive farmer, June 1963, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 15May63; KK188974.
Now it's Pepsi for those who think young. Picnic. (In Progressive farmer, May 1963, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 15Apr63; KK188975.
Now it's Pepsi for those who think young. Pumpkin. (In Progressive farmer, Oct. 1963, p.74) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 15Sep63; KK188978.
Now it's Pepsi for those who think young. Sailing. (In Progressive farmer, Sept. 1963, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 15Aug63; KK188985.
Now it's Pepsi for those who think young. Steak. (In Progressive farmer, Nov. 1963, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 15Oct63; KK188979.
Now it's Pepsi for those who think young. Water ski. (In Progressive farmer, July 1963, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 15Jun63; KK188983.

PERFECTION GEAR CO. ©
Parts for automatic transmissions. Effective June 1965. 1 v. (Catalog AT-1) © 6Jul65; KK189867.

PEROLIN CO., INC. ©
Fuel oil treatment. Folder. Appl. author: S. J. Waters. © 8Dec65; KK191686.

PERSONAL PRODUCTS CO.
Are you sure you know her buying habits, read how Modess is revolutionizing the sanitary napkin business. (In Progressive grocer, Mar. 1, 1965) © Johnson & Johnson, Personal Products Co., Division; 1Mar65; KK188996.

PET FOODS DIVISION, HILTON SEAFOODS, INC. See HILTON SEAFOODS, INC. PET FOODS DIVISION.

PETER, STRONG & CO., INC. ©
Comfordent for people who want really fresh, clean dentures. (Comfordent post card) Card. Appl. author: T. M. Seller. © 4Oct65; KK190557.
New Comfordent denture cleaners. Comfordent gel, Comfordent powder. Folder. Appl. author: T. M. Seller. © 22Oct65; KK190623.
Relieve denture discomfort with Benzodent. (In American professional pharmacist, Nov. 1965, p.17) Appl. author: T. M. Seller. © 8Nov65; KK191678.

PETER, STRONG & CO., INC. COMFORDENT DIVISION. ©
Does the denture cleaner you recommend do all this? Comfordent denture cleaners. (In Dental management, July 1965, p.23) Appl. author: T. M. Seller. © 1Jul65; KK189579.
The first and only abrasive-free cleaner, Comfordent gel denture cleaner. (In Dental survey, Jan. 1, 1965, p.4-5) Appl. author: T. M. Seller. © 1Jan65 (in notice: 1964); KK184942.

PET'M LABORATORIES. ©
We're forming a society for the prevention of dull coats and itchy skin; Pet'm daily food supplement. (In Life, July 9, 1965, p.R2-R3) © 5Jul65; KK189158.

PEYTON PACKING CO. ©
Pepsi picnic and party special; Del Norte franks. (In El Paso herald-post, July 1, 1965, section A, p.12) Appl. author: Thomas S. Duff. © 1Jul65; KK189165.

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PFAFF INTERNATIONAL CORP. ©
What's a girl have to to do to get enough pretty things to put on her back? (In Good housekeeping, Sept. 1965, p.209) © 19Aug65; KK190126.

PFIZER (CHARLES) & CO., INC. ©
Angina pectoris, a follow-up report; Metamine. Folder. © 12Jul65; KK189195.
New data on the action of antianginal agents, part 2; Metamine. Folder. © 5May65; KK189197.
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To allay anxiety and pain in angina pectoris, Metamine with Butabarbital sustained. Folder. © 25Mar65; KK189196.

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Porta-Power Company, Inc. (Mounting kit page) Kit no.1-21. Appl. author: Douglas W. Neill. © 27Jul65; KK189430.

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Dispoz, sanitary napkin disposal bags; list 341; pkg. of 12. Card. Appl. author: Salvatore A. Ciciulla. © 26Jul65; KK189280.

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Are service wives different; certainly, you're often called on; bleach. (In Army times, western ed., Sept. 15, 1965, p.4) Appl. author: Anderson-McConnell Advertising Agency. © 15Sep65; KK191720.
Are service wives different; her life is a constant challenge; Trend. (In Exchange and commissary news, Oct. 15, 1965, p.80) Appl. author: Anderson-McConnell Advertising Agency. © 15Oct65; KK191723.
Are service wives different; yes, she has to be; bleach. (In Exchange and commissary news, Sept. 15, 1965, p.82) Appl. author: Anderson-McConnell Advertising Agency. © 15Sep65; KK191722.
Are service wives different; yes, she's remarkably different; dutch cleanser, Beads o' Bleach. (In Exchange and commissary news, Oct. 15, 1965, p.13) Appl. author: Anderson-McConnell Advertising Agency. © 15Oct65; KK191721.
How does Purex help you keep these customers; how about a pool chlorine that's easy to use? Guardex. (In Swimming pool weekly, Aug. 9, 1965, p.11) Appl. author: Anderson McConnell. © 9Aug65; KK191460.
The Purex idea bank; merchandising, promotional and selling form. 1 v. © 23Jul65; KK189318.

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You're better off with Guardex some dry chlorines leave residue. (In Los Angeles times home magazine, June 13, 1965, p.83) Appl. author: Anderson-McConnell Advertising Agency. © Purex Corp., Ltd. (in notice: Purex Corp., Ltd., Pool Products Division); 13Jun65; KK189018.

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Those on the go, go Sunbeam; Batter Whipped. (In Evening chronicle, Allentown, Pa., Sept. 8, 1965, p.37) © 8Sep65; KK190801.

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The All Churches Children's Choir, Sunday school songs; CAL-1062. Record sleeve. © 27Aug65; KK189928.

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Am I that easy to forget; Carl Belew; LPM-3381. Record sleeve. © 23Jul65; KK189203.

André Previn plays music of the young Hollywood composers; LSP-3491. Record sleeve. © 290ct65; KK190947.

Authentic cowboys and their western folksongs; LPV-522. Record sleeve. © 24Sep65; KK190320.

Bach, no.1 in A minor; Mozart, no.3 in G, K. 216; Jaime Laredo; VIC-1129. Record sleeve. © 23Jul65; KK189229.

Bartok sonatas nos. 1 and 2 for violin and piano; Hyman Bress, Charles Reiner; LSC-2853. Record sleeve. Illus. signed: Mozelle. © 290ct65; KK190960.

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Beethoven piano concerto no.4 in G, op.58; Artur Rubinstein & Boston Symphony Orchestra; LM-2848. Record sleeve. © 24Sep65; KK190240.

Beethoven string quartets, No.1-Opus 18, No.1; LM-2832. Record sleeve. © 27Aug65; KK189926.

Beethoven symphony no.4, Wagner Siegfried idyll; Pierre Monteux, London Symphony, San Francisco Symphony; VICS-1102. Record sleeve. © 23Jul65; KK189213.

Berlioz, L'enfance du Christ... Boston Symphony, Charles Munch conductor. VICS-6006. On box. © 24Sep65; KK190531.

The best of Duane Eddy; LPM-3477. Record sleeve. © 3Jan66; KK191729.

The best of Frankie Carle; LSP-3469(e) Record sleeve. © 3Jan66; KK191727.

The best of the Sons of the Pioneers; LSP-3476(e) Record sleeve. © 3Jan66; KK191728.

The Blackwood Brothers Quartet featuring Cecil Blackwood; LSP-3439. Record sleeve. © 24Sep65; KK190241.

The Blackwood Brothers Quartet, On the Jericho Road; CAL-933. Record sleeve. © 3Jan66; KK191725.

Blueberry Hill and other favorites; Skeeter Davis; CAL-899. Record sleeve. © 23Jul65; KK189211.

Bluebird blues; LPV-518. Record sleeve. (Vintage series) © 23Jul65; KK189225.

Brahms, sonata in D minor for violin and piano; Heiftez with William Kapell; LM-2836. Record sleeve. © 23Jul65; KK189260.

Bunny Lake is missing; original soundtrack composed by Paul Glass; LOC-1115. Record sleeve. © 24Sep65; KK190322.

But beautiful; Linda Bennett; LPM-3443. Record sleeve. © 24Sep65; KK190235.

By request George Beverly Shea sings southland favorites; with The Anita Kerr singers; LPM-3440. Record sleeve. © 24Sep65; KK190330.

Christmas music of the Baroque; Carl Weinrich; LSC-2820. Record sleeve. © 24Sep65; KK190242.

Class of '65; the Floyd Cramer piano; LPM3405. Record sleeve. © 23Jul65; KK189216.

Classic bossa nova; Marty Gold; LSP-3456. Record sleeve. © 290ct65; KK190965.

Con-soul & sax; Wild Bill Davis, Johnny Hodges; LPM-3393. Record sleeve. © 23Jul65; KK189208.

Curtain time; Paul Lavalle and the Band of America; LPM-3403. Record sleeve. © 23Jul65; KK189220.

Cute 'n' country; Connie Smith; LSP-3444. Record sleeve. © 24Sep65; KK190236.

Cycle; Paul Horn Quintet; LSP-3386. Record sleeve. © 23Jul65; KK189209.

The Darol Rice silver saxophones play the golden melodies; LSP-3419. Record sleeve. © 27Aug65; KK189933.

Dick Kallman drops in as Hank; LPM-3489. Record sleeve. © 290ct65; KK190943.

Dick Leibert at the Radio City Music Hall organ plays highlights from the Sound of Music; LPM-3406. Record sleeve. © 27Aug65; KK189927.

Discotheque for polka lovers; Johnny Vadnal and his orchestra; CAL-923. Record sleeve. © 290ct65; KK190944.

Dottie West sings; LPM-3490. Record sleeve. © 3Jan66; KK191724.

Down the line; the Astronauts; LSP-3454. Record sleeve. © 290ct65; KK190966.

Dramatic highlights from the award winning television series ... Profiles in courage, by John F.

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Elvis for everyone; LPM-3450. Record sleeve. © R. C. A. a.a.d.o. Radio Corp. of America; 23Jul65; KK189228.
Ernest Gold's original music from the Stanley Kramer production, based on Katherine Anne Porter's Ship of fools; especially arranged by the composer for the Boston Pops, Arthur Fiedler; LSC-2817. Record sleeve. © 2Jul65; KK189090.
The exciting Joe Williams; arr. & conducted by Frank Hunter; LSP-3461. Record sleeve. © 290ct65; KK190951.
Fats Waller, '34-'35; LPV-516. Record sleeve. (Vintage series) © 23Jul65; KK189261.
Flagstad, six previously unissued performances of Brahms, Strauss, Kramer, Carpenter; LM-2825. Record sleeve. (Treasury of immortal performances) © 290ct65; KK190969.
Frankie Carle plays the great piano hits; LPM-3425. Record sleeve. © 24Sep65; KK190325.
Gift wrapped from Paris; Sylvie Vartan; LPM-3438. Record sleeve. © 24Sep65; KK190334.
Gigli, 8 arias, 8 songs; LM-2826. Record sleeve. (Treasury of immortal performances) © 290ct65; KK190954.
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Harum scarum, original soundtrack album; Elvis Presley; LSP-3468. Record sleeve. © 290ct65; KK190963.
Have a happy holiday; Lorne Greene; LPM-3410. Record sleeve. © 24Sep65; KK190338.
Haydn Theresien Mass; Vienna boys choir; LSC-2854. Record sleeve. © 290ct65; KK190958.
The heart of Christmas; Sergio Franchi; LPM-3437. Record sleeve. © 24Sep65; KK190246.
Heartbreak trail, a tribute to the sons of the pioneers; Hank Snow; LSP-3471. Record sleeve. © 290ct65; KK190948.
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Highlights Giacomo Puccini, Tosca, ... Vienna Philharmonic Orchestra; LM-2841. Record sleeve. © 24Sep65; KK190249.
Highlights Mozart, Don Giovanni; Vienna Philharmonic Orchestra, Erich Leinsdorf; LM-2847. Record sleeve. © 24Sep65; KK190308.
Highlights Mozart, The marriage of Figaro ... Vienna Philharmonic Orchestra; LM-2846. Record sleeve. © 24Sep65; KK190245.
Highlights Puccini, Madama Butterfly; LM-2840. Record sleeve. © 24Sep65; KK190321.
Highlights Verdi, Otello ... Rome Opera Orchestra and Chorus; LSC-2844. Record sleeve. © 24Sep65; KK190231.
Highlights Verdi, Rigoletto; LM-2837. Record sleeve. © 24Sep65; KK190247.
Highlights Wagner, The flying Dutchman; LM-2845. Record sleeve. © 24Sep65; KK190310.
Hilo Hattie; with the Hawaiian Village Serenaders; LSP-3442. Record sleeve. © 290ct65; KK190967.
How great Thou art; Kate Smith; LPM-3445. Record sleeve. © 24Sep65; KK190248.
In our fashion; Peggy March, Bennie Thomas; LPM-3408. Record sleeve. © 23Jul65; KK189221.
Introducing the In-Sect direct from England; CAS-909. Record sleeve. © 27Aug65; KK189919.
It's gonna be fine; Glenn Yarbrough; LPM-3472. Record sleeve. © 24Sep65; KK190239.
J. S. Bach, Goldberg variations; Peter Serkin, his first solo recording; LM-2851. Record sleeve. © 27Aug65; KK189922.
Jim Reeves up through the years; LPM-3427. Record sleeve. © 23Jul65; KK189224.
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Leontyne Price in highlights from Verdi's La forza del destino; LSC-2838. Record sleeve. © 24Sep65; KK190243.
The little drummer boy; Living Voices; CAL-911. Record sleeve. © 24Sep65; KK190326.
Living brass, Mexican shuffle; CAL-907. Record sleeve. © 27Aug65; KK189934.
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The many splendored guitars of Los Indios Tabajaras; LPM-3413. Record sleeve. © 23Jul65; KK189223.
Meet marvelous Marilyn Maye; LSP-3397. Record sleeve. © 23Jul65; KK189227.
Die Meistersinger von Nürnberg, Wagner. (Highlights from Wagner's Die Meistersinger von Nürnberg) LM-2839. Record sleeve. © 24Sep65; KK190244.
Mona Lisa and other memorable songs; Living Strings and Living Voices; CAL-902. Record sleeve. © 23Jul65; KK189212.
More of that guitar country; Chet Atkins; LPM-3429. Record sleeve. © 27Aug65; KK189932.
Mother Nature, Father Time; Brook Benton; LSP-3526. Record sleeve. © 3Dec65; KK191612.
Moussorgsky, Pictures at an exhibition; Lorin Hollander; LSC-2823. Record sleeve. © 290ct65; KK190956.
Music Theater of Lincoln Center, Richard Rodgers, president and producing director; Carousel; LOC-1114. Record sleeve. © 27Aug65; KK189909.
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My world, Eddy Arnold; LPM-3466. Record sleeve. © 27Aug65; KK189923.
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New star in town, Doug Crosley sings; LPM-3436. Record sleeve. © 27Aug65; KK189920.
Noisy & quiet, big and little, told and sung by Tom Glazer; CAS-1070. Record sleeve. © 27Aug65; KK189931.
The Norman Luboff Choir, Remember; LPM-3400. Record sleeve. © 27Aug65; KK189911.
Odetta in Japan, a live concert recorded in Tokyo; LPM-3457. Record sleeve. © 3Jan66; KK191726.
The old crusty minstrels, Homer and Jethro; LPM-3462. Record sleeve. © 290ct65; KK190952.
On a clear day you can see forever, original broadway cast recording; LOCD-2006. Record sleeve. © 290ct65; KK190942.
Once over lightly; Hank Locklin; LSP-3465. Record sleeve. © 290ct65; KK190949.
The one and only Roger Miller; CAL-903. Record sleeve. © 23Jul65; KK189210.
Original music from the Addams Family, composed by Vic Mizzy; LSP-3421. Record sleeve. © 27Aug65; KK189910.
Original music from The man from U.N.C.L.E.; arranged & conducted by Hugo Montenegro; LPM-3475. Record sleeve. © 24Sep65; KK190315.
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Patrick Muldoon and his magic balloon; Carmel Quinn; CAS-1065. Record sleeve. © 27Aug65; KK189914.
Paul Desmond featuring Jim Hall; Glad to be unhappy; LPM-3407. Record sleeve. © 27Aug65; KK189930.
Piano music of Alkan; Raymond Lewenthal; LM-2815. Record sleeve. © 23Jul65; KK189215.
Pretty Miss Norma Jean; LSP-3449. Record sleeve. © 290ct65; KK190950.
Prokofieff, Cinderella; Royal Opera House Orchestra; VIC-1138. Record sleeve. © 24Sep65; KK190312.
Prokofieff: Symphony no.6; Boston Symphony Orchestra, Erich Leinsdorf; LM-2834. Record sleeve. © 24Sep65; KK190328.
Prolific composer Rod McKuen, sings his own; LPM-3424. Record sleeve. © 27Aug65; KK189913.
Rachmaninoff symphony no.2; London Philharmonic Orchestra, conducted by Sir Adrian Boult; VIC-1139. Record sleeve. © 24Sep65; KK190311.
Respighi: Feste Romane, Strauss: Don Juan; Zubin Mehta conducting the Los Angeles Philharmonic; LM-2816. Record sleeve. © 24Sep65; KK190341.
Rubinstein, Chopin 8 polonaises, 4 impromptus; LM-7037. Record sleeve. © 23Jul65; KK189230.

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Secret Agent meets the Saint; music composed & conducted by Edwin Astley; LPM-3467. Record sleeve. © 24Sep65; KK190316.

September Song and other favorites, Artie Shaw and his orchestra; CAS-908(E) Record sleeve. © 27Aug65; KK189915.

Shirley Verrett Carnegie Hall recital; LM-2835. Record sleeve. © 23Jul65; KK189259.

Shut the door (they're comin' through the window); The Buffalo Bills; LPM-3401. Record sleeve. © 24Sep65; KK190313.

Skeeter sings standards; Skeeter Davis; LSP-3463. Record sleeve. © 29Oct65; KK190953.

The small groups; Benny Goodman; LPV-521. Record sleeve. © 24Sep65; KK190319.

Songs for the quiet time; Dorothy Olsen; CAL-1069. Record sleeve. © 24Sep65; KK190238.

The sound of folk music of many lands; the original Trapp Family Choir; CAL-904. Record sleeve. © 23Jul65; KK189222.

The standard Sonny Rollins; Sonny Rollins & Co.; LPM-3355. Record sleeve. © 23Jul65; KK189205.

Stravinsky: Symphony of Psalms, Poulenc: Gloria; the Robert Shaw Chorale; LM-2822. Record sleeve. © 27Aug65; KK190252.

A Sunday serenade with the Anita Kerr Quartet; LPM-3485. Record sleeve. © 3Jan66; KK191730.

Sutherland in Bellini's Norma. (Joan Sutherland in highlights from Bellini's Norma) LM-2842. Record sleeve. © 24Sep65; KK190323.

The sweetheart tree and other film favorites; Living Strings; CAS-926. Record sleeve. © 29Oct65; KK190959.

The symphonies of Franz Schubert; The Orchestra of Naples, Denis Vaughan; LSC-6709. Record sleeve. © 24Sep65; KK190324.

TV country jamboree; CAL-925. Record sleeve. Illus. signed: J. Hanna. © 29Oct65; KK190946.

Tahiti, yesterday and today; Quinn's Combo, the Tahitian native group; LPM-3344. Record sleeve. © 23Jul65; KK189204.

Three o'clock in the morning and other love songs; Living Strings plus trumpet; CAL-915. Record sleeve. © 24Sep65; KK190232.

Thunderball and other thriller music; Ray Martin and his orchestra; CAL-927. Record sleeve. © 3Dec65; KK191611.

Tommy Leonetti sings the winners, arranged and conducted by Claus Ogerman; LSP-3404. Record sleeve. © 27Aug65; KK189918.

Too much hurt; Don Gibson; LPM-3470. Record sleeve. © 24Sep65; KK190317.

Try a little love; Sam Cooke; LPM-3435. Record sleeve. © 24Sep65; KK190333.

Twangsville; Duane Eddy; LSP-3432. Record sleeve. © 23Jul65; KK189219.

The two piano sound of two different worlds; Derek & Ray; LPM-3426. Record sleeve. © 24Sep65; KK190337.

Up to date with Earl Hines; LPM-3380. Record sleeve. © 23Jul65; KK189206.

Variety is the spice of Gale Garnett; LSP-3493. Record sleeve. © 3Jan66; KK191731.

Walt Disney's Pinocchio, narrated by the voice of Jiminy Cricket, Cliff Edwards; CAL-1067. Record sleeve. © 27Aug65; KK189921.

Wanda Landowska, dances of ancient Poland; LM-2830. Record sleeve. (Treasury of immortal performances) © 29Oct65; KK190970.

A Warner Brothers picture, the Great Race, music from the film score composed and conducted by Henry Mancini; LPM-3402. Record sleeve. © 27Aug65; KK189925.

Watusi trumpets; Claus Ogerman and his orchestra; LPM-3455. Record sleeve. © 24Sep65; KK190233.

We dig Mancini, the Anita Kerr Quartet; LPM-3428. Record sleeve. © 27Aug65; KK189916.

When love is gone, the Browns featuring Jim Edward Brown; LPM-3423. Record sleeve. © 27Aug65; KK189924.

Where He leads me; Solomon King; LPM-3430. Record sleeve. © 24Sep65; KK190314.

Where you're concerned; Justin Tubb; LPM-3399. Record sleeve. © 23Jul65; KK189207.

Willie Nelson, Country Willie, his own songs; LSP-3418. Record sleeve. © 27Aug65; KK189917.

RAINBOW CRAFTS, INC. ©
New spill-proof Playnts are here; poster tempera colors. Sheet. © 1Mar65; KK189638.

New spill-proof Playnts, non-toxic play paints, poster-tempera colors; no.800. Sheet. © 1Feb65; KK189636.

The original Play-Doh modeling compound, Toy Fair news; Playnts, non-toxic play paints. Folder. © 1Mar65; KK189637.

RALSTON PURINA CO. ©
Micro-mixed Purina Egg Chow; 50 lbs. net. On bag. © 15Dec64; KK190941.

RAMBUSCH DECORATING CO. ©
Rambusch 60°rotospot, the most versatile recessed spotlight fixture made. Sheet. Appl. author: Edward V. A. Rambusch. © 1Aug65; KK191468.

RAPPOCCIO, JOSEPH. See RAPPOCCIO PRODUCTS.

RAPPOCCIO PRODUCTS.
Green tomato salad. Calabrese brand. Sticker. © Joseph Rappoccio d.b.a. Rappoccio Products; 3May65; KK190658.

REASOR CORP. ©
IBC homes. 1 v. (American beauty series) © 1Mar64; KK189413.

The Reasor Corporation presents the house you have been waiting for, the Quick-Up. Folder. © 1Sep65; KK189840.

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Choose from every LP available; guaranteed, save 1/3 and more. (In The National observer, Washington, D. C., Sept. 20, 1965, p.21) © 18Sep65; KK191476.

RED SATIN DISTILLING CO. ©
Meet Red Satin, whisky created simply to please your customers. (In Maryland-Washington-Delaware beverage journal, July 1965, p.6-7, 9) © 1Jul65; KK189510.

REDDI-WIP, INC. ©
Reddi treat, real chocolate flavor; net weight 15 ozs. avoir. On wrapper. © 17Jul65; KK189847.

REFLECTOR HARDWARE CORP. ©
Spacemaster. 1 v. (Spacemaster catalog no.MC-1) NM: additions & revisions. © 23Jun65; KK190784.

REILY (WILLIAM B.) & CO., INC. ©
Dark roast, extra strong RT coffee and chicory; one pound net weight. On wrapper. © 15Oct65; KK191373.

Dark roast, Luzianne coffee and chicory; one pound net weight. On wrapper. © 15Oct65; KK191374.

Dark roast, pure Luzianne coffee; one pound net weight. On wrapper. © 15Oct65; KK191372.

Luzianne white label pure coffee; one pound net weight. On can. © 15Oct65; KK191375.

RESEARCH PRODUCTS CORP. ©
Paint arrestors, a manual of paint overspray control. Looseleaf. © 22May63; KK190002.

RP Aprilaire humidifier humidification manual. Looseleaf. © 19Jun62; KK190003.

REVLON, INC. ©
My face never looked so clean, my skin never looked so clear; Clean and Clear. (In Mademoiselle, Oct. 1962, p.5) © 27Sep62; KK189784.

REX PAPER CO. ©
The story book line; construction paper. On wrapper. © 6Jan65; KK189367.

REYNOLDS (R. J.) TOBACCO CO. ©
Flavor that goes with fun; king size Winston filter cigarettes. [Golfing scenes] (In Life, July 24, 1964, p.77) © 20Jul64; KK191806.

Meet the prince, Prince Albert filter cigarettes. (In Bakersfield Californian, Sept. 7, 1965, p.32) © 6Sep65; KK190278.

M-m-m-Madeira; it's new. [Man with pipe, girl] (In The Times, Seattle, Sept. 7, 1965, p.13) © 6Sep65; KK190739.

Salem softness freshens your taste with the smoothest flavor in cigarettes today. (In Family weekly, Dec. 15, 1963, p.16) © 15Dec63; KK191805.

Times change, tastes change, I've changed too, to Tempo; king size filter cigarettes. (In Life, Dec. 10, 1965, p.4 of cover) © 6Dec65; KK191828.

RHADCLIFF CO. ©
At this Thanksgiving time, we'd like to say thanks. Sheet. © 29Sep65; KK191136.

Back-to-school cash. Sheet. © 11Jun65; KK189071.

Big financial problem? Sheet. © 29Sep65; KK191135.

Bouquet; we'd like to toss you a little bouquet. Folder. © 11Jun65; KK189073.

Caught short of cash at vacation time? Sheet. © 29Sep65; KK191133.

Christmas cash for the asking. Sheet. © 29Sep65; KK191421.

Creditors; your creditors demanding payment. Sheet. © 11Jun65; KK189074.

Do you know you can get cash for car repairs? Sheet. © 11Jun65; KK189070.

Don't growl at your wife, if you need extra cash, just call us. Sheet. © 29Sep65; KK191130.

Extra cash for back-to-school. Sheet. © 29Sep65; KK191134.

Just put a bug in our ear; yes ... whenever you need extra cash. Sheet. © 29Sep65; KK191126.

Maybe you're just down on your luck. Sheet. © 29Sep65; KK191125.

Need a few extra skins? Sheet. © 29Sep65; KK191128.

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Need cash for Easter? Sheet. © 29Sep65; KK191131.
Over extend yourself? Sheet. © 29Sep65; KK191129.
Remember, you can get extra money any time for any purpose. Sheet. © 29Sep65; KK191127.
School cash; back-to-school cash. Sheet. © 11Jun65; KK189068.
Summer cash; cool cash for hot summer days. Sheet. © 11Jun65; KK189072.
This is your personal invitation to ask for quick cash. Sheet. © 11Jun65; KK189791.
Yes men; we're just a bunch of yes men. Sheet. © 11Jun65; KK189069.
Your home need repairs? See us for additional cash. Sheet. © 29Sep65; KK191132.

RICH, MURIEL S. See BOUTIQUES ELIZABETH.

RICHARDS MANUFACTURING CO. ©
Cervacollar. Sheet. Appl. author: Harry T. Treace. © 1Aug65; KK189704.
Meek pelvic traction belt. Sheet. Appl. author: Harry T. Treace. © 1Aug65; KK189705.
Miles vena cava clip, a partially occluding Teflon clip for prevention of pulmonary emolism. Sheet. Appl. author: Harry T. Treace. © 1Sep65; KK190284.
Rib rest. Sheet. Appl. author: Harry T. Treace. © 1Aug65; KK189703.

RICHMOND TELEVISION CORP. ©
New from Nolde's, Sailor Bob schooner rolls. (In Richmond times-dispatch, June 17, 1965, p.7) © 17Jun65; KK189806.
Nolde's Sailor Bob sliced, enriched schooner rolls; net wt. 11 ozs. Sticker. © 17Jun65; KK189807.
Set sail for good eating, Sailor Bob schooner rolls from Nolde's. Sheet. © 17Jun65; KK189808.

RIEGEL PAPER CORP. ©
Adaptability from Riegel woodlands. (Kinglets, sweetgum) (In Paper trade journal, July 12, 1965, p.41) Illus. signed: Arthur Singer. © 12Jul65; KK190939.
Brilliance from Riegel woodlands. (Cardinal, loblolly pine) Illus. signed: Arthur Singer. (In Business week, Feb. 27, 1965, p.49) © 27Feb65; KK191420.
Brookfield butter pecan nut flavored ice cream; one-half gallon liquid. On folding carton. (Design 2065) © 5Nov65; KK191264.
Cajun Christmas special Grade AA large eggs; one dozen. On folding carton. (Egg carton design no.307) © 11Nov65; KK191761.
Cedar waxwing; shortleaf pine; elegance and beauty in Riegel pulps and paperboards. (In Paper trade journal, Feb. 22, 1965, p.33) Appl. author: Arthur Singer. © 22Feb65; KK190778.
Deluxe seamless sheer Cantrece; Cantr-PB-2. On bag. © 5Jun65; KK189787.
Farmdale ice cream, artificially flavored vanilla-strawberry; one half gallon liquid. On folding carton. (Design no.2070) © 18Oct65; KK191397.
Mell-O-Made orange, lemon, lime sherbet; one half gallon liquid. (Design no.2050) © 4Jun65; KK190419.
Painted bunting; southern red oak; color for the designer's brush from Riegel. (In Paper trade journal, Mar. 29, 1965, p.19) Appl. author: Arthur Singer. © 29Mar65; KK190783.
Silver Spring Farms country fresh Grade A extra large eggs, one dozen when not divided. (Egg carton design no.306) On folding carton. © 20Oct65; KK190913.
Yellow throated warbler; American redstart; pond pine. Illus. signed: Arthur Singer. Sheet. © 1Sep65; KK191307.

RIEGEL PAPER CORP. PULP & PAPERBOARD DIVISION.
Distinction from Riegel woodlands. (Wood duck, swamp chestnut oak) Illus. signed: Arthur Singer. (In Paper trade journal, Nov. 1, 1965, p.19) © 1Nov65; KK191681.

RIGER, ROBERT.
Will he be a double threat like Ed Mathews? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
Will he charge the net like Maurice Richard. See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

RIPPER CO.
Namu. Sticker. © Terry G. Spragg d.b.a. Ripper Co.; 16Jul65; KK189181.

RIVA DISTRIBUTING CO. ©
Screwdriver mix; net contents 1 pt. 9.6 fl. ozs. Sticker. © 31Dec60; KK191494.

ROBOSONICS, INC. ©
The Announcer, model A-25; operating instructions. Folder. © 29Jun65; KK191438.
Put your phone in your pocket with Record-O-Fone. Folder. © 3Nov65; KK191452.
This is Record-O-Fone, a totally new concept in automated telephone answering systems, reliable as the telephone itself. Folder. © 7Jun65; KK189042.

ROCKET RECORDS.
Weird turtle; A 65219. Sticker. © James Stuart Craig t.a. Rocket Records; 25Sep65; KK190406.

ROCKY MOUNTAIN DENTAL PRODUCTS CO. ©
And preweld the lingual tubes. (In American journal of orthodontics, June 1965, p.3 of cover) © 15Jun65; KK191085.
Appliance adjusting instruments. (Second of a series on RM instruments) (In American journal of orthodontics, Mar. 1963) © 15Mar63; KK191080.
Competent, versatile instrumentation. (One of a series on RM instruments) (In American journal of orthodontics, Aug. 1963, p.32) © 15Aug63; KK191082.
Consider what 7 1/2 ¢ will buy. (In American journal of orthodontics, May, 1965, p.34) © 15May65; KK190915.
Cutters and scissors. (Fourth of a series on RM instruments) (In American journal of orthodontics, May 1963) © 15May63; KK191081.
Loop type instruments. (Third of a series on RM instruments) (In American journal of orthodontics, Apr. 1963, p.3 of cover) © 15Apr63; KK191083.
Loyola-Jarabak prewelds exemplify how RM can help you save time and money by guilding your prescriptions into your appliances. (In American journal of orthodontics, July 1965) © 15Jul65; KK191088.
New elgiloy loop lingual arches. (In American journal of orthodontics, June 1965, p.34) © 15Jun65; KK191086.
Presenting new deluxe walnut band boxes, new deluxe metal band cabinet. (In American journal of orthodontics, July 1965, p.34 & p.3 of cover) © 15Jul65; KK191087.
Products, systems and services for improving the orthodontic health of children around the world. (In American journal of orthodontics, Sept., 1965) © 15Sep65; KK190914.
RM Broussard auxiliary edgewise brackets and springs. (One of a series on RM attachments/Broussard) (In American journal of orthodontics, Feb. 1965, p.40 & p.3 of cover) © 15Feb65 (in notice: 1963); KK191084.
Refinements added to the upswept (Lewis) rotation edgewise. (In American journal of orthodontics, Nov., 1964, p.3 of cover) © 15Nov64 KK190916.

ROLLING READER PUB. CO.
Head starters, functional playthings for those who want to learn. Slip. © Beulah Harris Stolpen d.b.a. Rolling Reader Pub. Co.; 25Jul65; KK191794.

ROL-RULER CO.
Now you can draw lines faster, 3 in 1 drawing-drafting aid. Folder. Appl. states prev. reg. KK157858 & KK161182. NM: additions. © Albert Koehler, owner, Rol-Ruler Co.; 24Jun65; KK188843.

ROMA WINE CO. ©
How Roma picture labels help you bag that extra impulse sale. (In Frank Kane's licensed beverage review, Mar. 20, 1965, p.7) Appl. author: Otto Kleppner. © 20Mar65; KK188969.

ROMAN MEAL CO. ©
Ave Caesar, viva Roma; 3 diet plan. (In Utica observer-dispatch, Mar. 3, 1965) Appl. author: McCann-Erickson, Inc. © 3Mar65; KK189788.
Western Host meat loaf mix; complete, add only water and meat; net wt. 5 3/4 oz. On bag. © 12Nov65; KK191512.

ROMY HAMMES CORP. ©
Fordland; where low prices and services sell cars and trucks. (In The South Bend tribune, Aug. 22, 1965, p.45) Appl. author: Paul A. Fergus. © 22Aug65; KK189776.

RONRICO CORP. ©
Distilled Puerto Rican rum; purple label. Sticker. © 15Jul65; KK189358.

ROOSEVELT RACEWAY, INC. ©
Lights, camera, action; Roosevelt Raceway reopens tomorrow. (In Newsday, New York, July 31, 1962, p.44) Appl. author: Smith/Greenland Co., Inc. © 31Jul62; KK190656.

ROTHMAN (HARRY) INC. ©
All this week, spectacular savings in our great birthday party sale; suits, topcoats, overcoats. (In The New York times, Sept. 14, 1965, p.20) © 14Sep65; KK190038.
Beware of a Rothman customer; hand tailored suits of English worsteds. (In The New York times, Nov. 16, 1965, p.28) © 16Nov65; KK191193.
Big doings on the Rothman campus. University hopsack Ivy model suits. (In The New York times, Aug. 30, 1965, p.22) © 30Aug65; KK189771.
Can a father reason with his college age son? Suits for the Ivy man. (In The New York times, Sept. 8, 1965, p.42) © 8Sep65; KK189869.
Cast your vote for these spectacular savings; imported worsteds in fine tailored suits. (In The New York times, Nov. 1, 1965, p.38) © 1Nov65; KK190827.

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Guess who? Hand tailored suits of English worsteds. (In The New York times, Nov. 26, 1965, p.28) © 26Nov65; KK191341.

Their wives call it haute couture; hand tailored suits of English worsteds. (In The New York times, Oct. 19, 1965, p.22) © 19Oct65; KK190763.

Year end report; hand tailored suits of English worsteds. (In The New York times, Dec. 14, 1965, p.35) © 14Dec65; KK191687.

ROVER MOTOR CO. OF NORTH AMERICA, LTD. ©

Preface, or how to read the next six pages. (In Commentary, July, 1965, p.7) Appl. author: Freeman & Gossage, Inc. © 1Jul65; KK191055.

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Who's drinking all that Diet-Rite cola? (In Life, Sept. 3, 1965, p.5) Appl. author: D'Arcy Advertising Co. © 20Aug65; KK190146.

Who's drinking all that Diet-Rite cola? [Little boy with empty bottles & carton] (In The Reader's digest, Apr. 1965, p.39) Appl. author: D'Arcy Advertising Co. © 25Mar65; KK190165.

Who's drinking all that Diet-Rite cola? [School girl holding bottle & 3 other situations] (In Life, July 2, 1965, p.51) Appl. author: D'Arcy Advertising Co. © 28Jun65; KK189539.

Who's drinking all that Diet-Rite cola? [Woman holding carton] (In Life, Feb. 12, 1965, p.5) Appl. author: D'Arcy Advertising Co. © 8Feb65; KK189538.

Who's drinking all that Diet-Rite cola? [Woman holding empty carton] (In The Reader's digest, May 1965, p.298) Appl. author: D'Arcy Advertising Co. © 25Apr65; KK190164.

You'll flip at the zzzip in RC cola. (In Look, June 29, 1965, p.77) Appl. author: D'Arcy Advertising Co. © 15Jun65; KK189409.

You'll flip at the zzzip in RC cola. (In Look, Aug. 24, 1965, p.73) Appl. author: D'Arcy Advertising Co. © 10Aug65; KK191831.

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How to use the Quik-Shine hanger. Card. © 1Sep65; KK190298.

RUBBERMAID, INC. ©

Busy Susan turntable; no.B1-2935. Sheet. © 2Aug65; KK189487.

Cool Susan turntable; no.B1-2934. Sheet. © 2Aug65; KK189486.

Coronado car mats. Sheet. Appl. author: Robert W. Loos. © 25Aug65; KK189759.

Fall special, Rubbermaid twin sink dish drainer. Sheet. © 12Jul65; KK189286.

How in the kitchen can you organize all this? With Rubbermaid turntables. Sheet. © 17Aug65; KK189850.

Krystaliner Kar-Rugs of tinted Vyluxe; Le Baron Kar-Rugs of opaque Vyluxe. Sheet. Appl. author: Robert W. Loos. © 3May65; KK189159.

Lasting protection and beauty; for the best insist on car mats by Rubbermaid. Sheet. Appl. author: Robert W. Loos. © 29Jun65; KK189160.

Multiple sales and top profits with fast-selling Rubbermaid turntables; no.2937 Twin turntable. Sheet. © 4Nov65; KK191256.

New, handy bucket, a brand new promotion item; no.B4-0443. [Woman pouring water from pail] Sheet. © 26Oct65; KK191257.

New, mixing bowls, a brand new promotion item. Sheet. © 30Jul65; KK189488.

3 new traffic builders from Rubbermaid; Cup 'n plate Carousel. Folder. © 9Jul65; KK189156.

Vyluxe car mats; guaranteed satisfaction. Folder. Appl. author: Robert W. Loos. © 9Jul65; KK189161.

Wastebaskets, 1/3 off. Sheet. © 8Jul65; KK189157.

RUBINSTEIN (HELENA) INC. ©

At last, a cleanser concentrate and eye make-up remover in one; Skin Dew. (In Los Angeles times, Oct. 3, 1965, p.E12) © 30Oct65; KK191168.

At last, all in one; Skin Dew cleanser concentrate and eye make-up remover. (In McCall's, Oct. 1965, p.4) © 21Sep65; KK191172.

Color me pretty with a blush that's actually good to my skin; new, Clear and Lovely medicated Blush. (In Seventeen, Sept. 1965, p.47) © 26Aug65; KK191187.

Five strong nails and how they grew; Strong and Long nail hardener and conditioner. (In McCall's, July 1965, p.7) © 23Jun65; KK189041.

For the woman whose husband reminds her, too often, of the way she used to look; Skin Life. (In Vogue, Sept. 1, 1965, p.146) © 1Sep65; KK191173.

Helena Rubinstein's once-a-year sale, beauty pairs, one to buy, a beauty companion to try free. (In Sunday news, New York, July 25, 1965, p.92) © 25Jul65; KK189641.

The latest eye catcher from Helena Rubinstein; designing eyes permanent display case. (In Chain store age, Oct. 1965, p.10) © 29Sep65; KK191169.

The longest lashes alive, yours with Long-Lash by Helena Rubinstein. (In Vogue, June 1965, p.18) © 27May65; KK189644.

New, Beautilift by Helena Rubinstein smoothes wrinkles for hours. (In The Atlanta journal and constitution, July 25, 1965, p.9E) © 25Jul65; KK189718.

The new fragrance and the promotion behind it; Emotion. (In Beauty fashion, July 1965, p.47) © 8Jul65; KK189723.

New 2-dimensional make-up, dewy on the inside, non-shiny on the outside; Silk Fashion. (In Ladies' home journal, Nov. 1965, p.4) © 26Oct65; KK191170.

Once-a-year beauty sale; Long-Lash mascara. (In The Detroit news, July 18, 1965, p.8E) © 18Jul65; KK189719.

Skin Dew sale, 24 hour Skin Dew treatment. (In Sunday news, Oct. 17, 1965, p.128) © 17Oct65; KK191213.

Summer in a new uninhibited fashion, bikini tans by Helena Rubinstein. (In Vogue, July 1965, p.14-15) © 29Jun65; KK189643.

Think rich, in fact, Super-Rich; Helena Rubinstein presents the first lipstick and lip gloss in one. (In Vogue, Oct. 15, 1965, p.55) © 15Oct65; KK191197.

Think rich, in fact Super Rich; Super-Rich lipsticks. (In Beauty fashion, Aug. 1965, p.133) © 9Aug65; KK189722.

3 new tips for designing eyes; Fashion Matte eye shadow. (In Ladies' home journal, Sept. 1965, p.2) © 31Aug65; KK191196.

Who says only idle fingers could keep nails this long? Strong and Long. (In The American home, Nov., 1965, p.35) © 19Oct65; KK190740.

A woman faces so many things, why should looking her age be one of them? Ultra Feminine. (In McCall's, Oct. 1965, p.9) © 21Sep65; KK191171.

RUSS TOGS, INC. ©

Rrrrrrrrrrruss; velvet and fur, how like Russ to be so very elegant, cut velvet ski parka. (In The New York times magazine, Nov. 28, 1965, p.18) Appl. author: Altman, Stoller & Chalk. © 28Nov65; KK191716.

Rrrrrrrrrrruss. [Woman in dress with pleated skirt] (In The New York times magazine, Aug. 29, 1965, p.8) Appl. author: Altman Stoller & Chalk. © 29Aug65; KK190938.

Rrrrrrrrrrrruss; wool flannel bonded skirt. (In The New York times magazine, Oct. 31, 1965, p.33) Appl. author: Altman, Stoller & Chalk. © 31Oct65; KK191354.

RUTHERFORD, BILL.

Favorite stories for the children's hour. See PLATT & MUNK CO., INC.

RUTHERFORD, BONNIE.

Favorite stories for the children's hour. See PLATT & MUNK CO., INC.

S

SAALFIELD PUB. CO. ©

Follow the dots and color the pictures; 5021:100. On box. © 29Jan65; KK190184.

SAFE-T-BONE CO.

Safe-T-Bone all beef hide chewing bone. Card. © Items, Inc. d.b.a. Safe-T-Bone Co.; 10Feb65 (in notice: 1964); KK190404.

ST. LOUIS LABORATORIES. ©

Essence of culture; contents, 7 ounces net wt. Sticker. Appl. author: Roland E. Sturhahn. © 14Dec65; KK191755.

ST. REGIS PAPER CO. ©

It is easy to destroy a forest, but treat it well and it will yield its treasures gracefully forever. (In Time, Nov. 5, 1965, p.74-75) © 5Nov65; KK191141.

These 12 trees helped built America. (In Time, vol.85, no.26, p.46-47) © 25Jun65; KK189950.

A tree breathes, it draws nourishment from air and soil. (In Time, Sept. 17, 1965, p.30-31) © 17Sep65; KK190079.

Trees alone do not make a forest, it is a complex community of many living things. (In Time, vol.86, no.4, p.48-49) © 23Jul65; KK189951.

SAKRETE, INC.

Winter coat your black top driveway now. See CAMPBELL (HARRY T.) SONS' CORP.

SALES STIMULATION CO.

Capri Pic-a-program. Folder. © William F. Morris & Olive Z. Morris d.b.a. Sales Stimulation Co.; 26Jul65; KK190118.

Capri pic-a-program, supplement. Folder. Appl. states prev. reg. KK190118. © Sales Stimulation Co., William F. Morris & Olive Z. Morris d.b.a.; 28Oct65; KK191475.

SAMBERG, BEN.

Funnystone. See BELL ENTERPRISES, INC.

SAN FRANCISCO REDEVELOPMENT AGENCY. ©

A modest proposal by the San Francisco Redevelopment Agency. (In The New Yorker, Sept. 4, 1965, p.51) Appl. author: Mortensen & Blake, Inc. © 4Sep65; KK190143.

The San Francisco Redevelopment Agency cordially requests the pleasure of your company. (In The New Yorker, June 19, 1965, p.21) Appl. author: Mortensen & Blake, Inc. © 19Jun65; KK189452.

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The San Francisco Redevelopment Agency makes a constructive free offer. (In The New Yorker, Aug. 14, 1965, p.83) Appl. author: Mortensen & Blake, Inc. © 14Aug65; KK190144.

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Presenting the 100% human hair Sara-wigs. Folder. © 25Sep65; KK191655.

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Sattler's guarantees trade-in value; new typewriter trade-in policy. (In Buffalo evening news, Aug. 25, 1965, p.38) © 25Aug65; KK189746.

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Are all savings accounts insured by U. S. Government agencies? (In Financial world, May 12, 1965, p.48) Appl. author: McCann-Erickson, Inc. © 10May65; KK189730.
By the time the dress fits, make sure your savings fit the occasion. (In Look, June 15, 1965) Appl. author: McCann-Erickson, Inc. © 1Jun65; KK189739.
The fun of watching things grow makes the effort worthwhile. (In Life, Sept. 3, 1965) Appl. author: McCann-Erickson, Inc. © 30Aug65; KK191703.
It takes a heap of planning to build or buy a home. (In Life, July 2, 1965) Appl. author: McCann-Erickson, Inc. © 28Jun65; KK189733.
Now that you and Elizabeth are engaged, you'll have to think about building a home. (In Senior scholastic, May 13, 1965, p.4) Appl. author: McCann-Erickson, Inc. © 12May65; KK189724.
Specialist or Jack-of-all-trades? (In Forbes magazine, July 15, 1965, p.35) Appl. author: McCann-Erickson, Inc. © 12Jul65; KK189731.
This house was not financed by us, but 2 out of 5 homes are. (In Life, May 7, 1965) Appl. author: McCann-Erickson, Inc. © 3May65; KK189728.
What kinds of loans can savings and loan associations make? (In Saturday review, June 12, 1965, p.6) Appl. author: McCann-Erickson, Inc. © 8Jun65; KK189729.
When the seedling in the red jacket grows up. (In The Saturday evening post, Oct. 9, 1965, p.13) Appl. author: McCann-Erickson, Inc. © 28Sep65; KK191704.

SAVITT, SAM.
The big book of favorite horse stories. See PLATT & MUNK CO., INC.

SCHENLEY DISTILLERS CO. ©
Bourbon profit as you like it; 7 classic Bourbons to satisfy every taste, every pocketbook. (In Liquor store, Sept., 1965, p.49) Appl. author: Otto Kleppner. © 1Sep65; KK190534.
Decision in favor of Schenley. (In New York law journal, Apr. 5, 1965, p.5) © 5Apr65; KK189507.
Double rich from the heart of the Blue Grass; Cream of Kentucky. (In San Francisco examiner, May 7, 1965, p.19) © 7May65; KK189508.
Fans who go for the long ball go for Schenley, just add friends and serve. (In Official Baltimore Orioles 1965 score book, Apr. 14, 1965, p.14) © 14Apr65; KK188965.
Introducing the new Schenley half-quart, the first compact bottle with the big bottle shape. (In News, Saginaw, Mich., May 5, 1965, section A, p.7) © 5May65; KK188966.

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Dewar's, the Scotch in fashion with men in fashion. [Endorsed by Marshall Tulin] (In Gentlemen's quarterly, Sept. 1965, p.66) Appl. author: Otto Kleppner. © 1Sep65; KK190219.
Follow through with White Label Dewar's scotch whisky. (In Greater New Orleans open golf tournament, Lakewood Country Club official program, May 13, 1965, p.15) Appl. author: Otto Kleppner. © 13May65; KK188999.
A great imported gin now has a great new mate; Plymouth Pink. (In Beverage media, metro ed., Sept., 1965, p.115) Appl. author: Otto Kleppner. © 1Sep65; KK190536.
MacNaughton goes over the top; 6 year old Canadian whisky. (In Control state review, May 1965, p.40) Appl. author: Otto Kleppner. © 1May65; KK189514.

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Flavor, lightness, gusto here in one tremendous beer. (In The Hugo daily news, July 13, 1965, p.5) © 13Jul65; KK190176.
Old Milwaukee, have one. (In The Star, Milwaukee, Sept. 4, 1965, p.3) Appl. author: Post-Keyes-Gardner, Inc. © 4Sep65; KK190758.
Old Milwaukee, have one, have another; it's that kind of beer. (In The Star, Milwaukee, Aug. 28, 1965, p.3) Appl. author: Post-Keyes-Gardner, Inc. © 28Aug65; KK190368.
Old Milwaukee, rewarding, light, have one. (In The Star, Milwaukee, Aug. 21, 1965, p.6) Appl. author: Post-Keyes-Gardner, Inc. © 21Aug65; KK190369.
Real gusto in the most carefully brewed beer in the world. (In Life, Nov. 26, 1965, p.93) © 26Nov65; KK191377.
Schlitz is the most carefully brewed beer in the world. (In Hugo daily news, Oct. 26, 1965, p.2) © 26Oct65; KK191305.
Was it Oscar Wilde who said ... when you're out of Schlitz, you're out of beer; no. (In Sagebrush, University of Nevada, Jan. 29, 1965, p.3) © 29Jan65; KK190727.
World's first self-opening beer can. Pop top. (In Utica observer-dispatch, Jan. 17, 1963, p.19) © 17Jan63 (in notice: 1962); KK191313.

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All agree, Glueks clicks in more ways than one; the twins at home. Sheet. © 9Jun65; KK189800.

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Festival 400, luxurious living begins in this "L" shaped design. Folder. Appl. author: William F. Eisner. © 28May65; KK189011.
Festival 500; this lovely home surrounds you. Folder. Appl. author: William F. Eisner. © 28May65; KK188896.

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What are you? Fun-Alysis tells all. (In Screenland, Nov. 1965, p.58) Appl. author: William Schultz. © 80ct65; KK190397.

SCOTT, LOUISE BINDER.
The vowel sounds, time for phonics flash cards. See MCGRAW-HILL, INC.

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Sea & Ski does some of its best work after sundown; suntan lotion. (In Seventeen, July 1964, p.12) © Sea & Ski Co., div. Botany Industries, Inc.; 1Jul64; KK191710.
You sure will tan, sure won't burn with Sea & Ski. [Young boy holding nose as he jumps into water] (In Life, June 28, 1965, p.22) © Sea & Ski Co., Div. Botany Industries, Inc.; 28Jun63; KK190892.

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Sea Breeze helps where it hurts. (In Good housekeeping, Sept. 1965, p.31) © 20Aug65; KK189747.

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New, cuts present sealing costs to 50%; 750 Class low cost, high performance mechanical seal. Folder. (Bulletin AS03A) © 10Apr64; KK191054.
Sealol 800 class welded metal bellows mechanical seals. Folder. (Bulletin FFD09) © 190ct65; KK190580.
Seals, molded rubber products. Folder. (Bulletin NOK 01) Appl. author: Rockwell Associates. © 26Apr65; KK188931.
720 class, minimum cost, versatile mechanical seals and mating rings. Folder. (Bulletin AS04A, preliminary) © 8Sep65; KK190367.

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If any mattress can help you wake up feeling younger it's a Sealy Posturepedic. (In Life, Oct. 15, 1965, p.37) Appl. author: Earle Ludgin & Co. © 110ct65; KK190787.
Jack Devlin is a construction worker; Posturepedic mattress. (In International review of chiropractic, June-July 1965, p.23) Appl. author: Earle Ludgin & Co. © 1Jun65; KK189857.
A mattress sale you'll remember, night after restful night; featuring Sealy's Golden Sleep Supreme. (In Life, July 16, 1965, p.62-63) Appl. author: Earle Ludgin & Co. © 12Jul65; KK189855.
Rested mothers are the nicest kind, ask any youngster; Posturepedic. [Laughing woman & child] (In Life, Nov. 5, 1965, p.26) Appl. author: Earle Ludgin & Co. © 1Nov65; KK191736.
A sleep sale you'll remember, night after restful night; now get ... famous Sealy mattress and box spring. (In Life, Aug. 13, 1965, p.1) Appl. author: Earle Ludgin & Co. © 9Aug65; KK191664.
Smörgasbed; choose one of these ... decorator headboards at no extra cost. (In House beautiful, Sept. 1965, p.41) Appl. author: Earle Ludgin & Co. © 19Aug65; KK191666.
Which will make you look better? Posturepedic. (In Good housekeeping, Sept. 1965, p.197) Appl. author: Earle Ludgin & Co. © 25Aug65; KK190788.
Your morning is as good as your mattress; Posturepedic. (In The Reader's digest, Sept. 1965, p.274) Appl. author: Earle Ludgin & Co. © 25Aug65; KK191665.
Your morning is as good as your mattress; Posturepedic. (In The Reader's digest, Oct. 1965, p.24) Appl. author: Earle Ludgin & Co. © 21Sep65; KK190792.
Your morning is as good as your mattress; Posturepedic. [Woman in bed, with child] (In The Reader's digest, Nov., 1965, p.186) Appl. author: Earle Ludgin & Co. © 250ct65; KK191735.

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Nantucket, the simplicity, charm of New England's fishing village island; pattern no.NAN-4014. Sheet. © 1Sep65; KK189902.
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Der Rosenkavalier; RK-2646. Sheet. Appl. author: Lila di Nobili. © 15Oct65; KK190632.
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Southern hospitality, the old South recreated, gracious, welcoming, panoramic in beauty; pattern no.SOU-4424. Sheet. © 1Sep65; KK189904.
Trellis garden, light and airy in feeling; pattern no.TG-4830-GY. Sheet. © 1Sep65; KK189898.
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Go For Broke, the game of spend a million; no.58. On wrapper. © 1Mar65; KK189546.

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Desk-file travel office; carry a secretary in your car. Sheet. Appl. author: S. Emmer. © 12Oct65; KK191344.
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Frank simply won't get out of bed anymore; Perfect Sleeper mattress. (In McCall's, Sept. 1965, p.139) Appl. author: Edward H. Weiss & Co. © 20Aug65; KK190056.
From the makers of ... Serta Perfect Sleeper mattress, Serta's summer special; Serta-Ortholoux supreme mattress. (In McCall's, July 1965, p.40-41) Appl. author: Edward H. Weiss & Co. © 20Jun65; KK188854.
Mrs. Marshall considered hibernating this fall. Perfect sleeper mattress. (In McCall's, Oct., 1965, p.38) Appl. author: Edward H. Weiss & Co. © 20Sep65; KK190574.
Suddenly life is a bed of roses; Perfect Sleeper mattress. (In McCall's, Aug. 1965, p.39) Appl. author: Edward H. Weiss & Co. © 20Jul65; KK189403.

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Make meals tastier with Serv-a-gravy instant gravy mix. On folding carton. © 2Aug65; KK191188.
Serv-a-gravy, instant brown gravy mix with mushrooms; net wt. 2 1/4 oz. avoir. On folding carton. © 2Aug65; KK190179.

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Caramel coloring in stainless drums? Why not? Sheet. Appl. author: Charles E. McGill. © 31Aug65; KK190001.

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Tiki-Ball game, a new version of an old Polynesian game. Card. © Larry B. Nicholson d.b.a. Seven Seas Co.; 27Sep65; KK190282.

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Big taste and new, drink 7-Up with a Blue Burger. (In Ebony, June 1965, p.44) Appl. author: J. Walter Thompson Co. © 16May65; KK189133.
Choose your picnic partners, 7-Up and picnic basket foods. (In Life, June 4, 1965, center spread) Appl. author: J. Walter Thompson Co. © 2Jun65; KK189135.
Extra facings mean bigger 7-Up sales; extra facings build turnover, naturally. Sheet. (Chuckles from the route) © 10ct65; KK190754.
Flavor comes on big, drink 7-Up with the Country Boy. (In Better homes & gardens, June 1965, p.24) Appl. author: J. Walter Thompson Co. © 13May65; KK189134.
For a flavor extra, drink 7-Up with a Bacon-Egger. (In Family circle, July 1965, p.78) Appl. author: J. Walter Thompson Co. © 15Jun65; KK189132.
For real sales action, use the big C in the big 3. Sheet. (Chuckles from the route) © 1Jul65; KK189149.
Get a holiday head start with advance commitments now. Sheet. (Chuckles from the route) © 1Nov65; KK191017.
Keep picnic partners working for you. Sheet. (Chuckles from the route) © 1Aug65; KK189408.
Let's eat lively, drink 7-Up with bar-b-chicken. (In Ebony, Nov. 1965, p.161) Appl. author: J. Walter Thompson Co. © 21Oct65; KK191224.
Let's eat lively, drink 7-Up with bar-b-chicken. (In Family circle, Sept. 1965, p.20) Appl. author: J. Walter Thompson Co. © 14Aug65; KK189657.
New look, new taste, drink 7-Up with Fancy Dan hash. (In Ebony, Oct. 1965, p.43) Appl. author: J. Walter Thompson Co. © 21Sep65; KK191222.
Sales fly high with picnic partners. Sheet. (Chuckles from the route) © 1Jun65; KK189013.
7-Up is the man's mixer; for flavor, the best friend a gin collins ever had. (In Sports afield, June 1965, p.23) Appl. author: J. Walter Thompson Co. © 25May65; KK189131.
7-Up is the man's mixer, it guarantees all your holiday highballs will be hearty ones. (In Argosy, Nov. 1965, p.25) Appl. author: J. Walter Thompson Co. © 20Oct65; KK191225.
7-Up is the man's mixer, it never smothers that good whiskey flavor. (In Argosy, Sept. 1965, p.17) Appl. author: J. Walter Thompson Co. © 20Aug65; KK190065.
7-Up is the man's mixer, line up a cool Mule, 7-Up and Smirnoff. (In Field and stream, Aug. 1965, p.23) Appl. author: J. Walter Thompson Co. © 25Jul65; KK189655.
7-Up, where there's action. [Bowling scene] (In The Reader's digest, Nov. 1965, p.193) Appl. author: J. Walter Thompson Co. © 25Oct65; KK191226.
7-Up, where there's action. (In Boys' life, Sept. 1965, p.46) Appl. author: J. Walter Thompson Co. © 25Aug65; KK190066.
7-Up, where there's action. [Touch football game] (In Boys' life, Oct. 1965, p.42) Appl. author: J. Walter Thompson Co. © 25Sep65; KK191223.
7-Up where there's action, Seven-Up is a real natural for the action crowd. [Boys in canoes] (In Boy's life, Aug. 1965, p.34) Appl. author: J. Walter Thompson Co. © 25Jul65; KK189656.

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Tie up holiday sales. Sheet. (Chuckles from the route) © 1Dec65; KK191510.

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Good groceries are just the beginning with Sexton can-venience foods. (In Journal of American dietetic Assn., Dec. 1965, p.460) Appl. author: Virginia Van Cleve. © 29Nov65; KK191511.
'Round the clock; creamed wafer sliced beef. (In Journal of American Dietetic Assn., Aug. 1965, p.88) Appl. author: Virgina Van Cleve. © 27Jul65; KK189363.

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Be careful where you put your name. (In The Wall Street journal, July 14, 1965, p.10) Appl. author: Gardner Advertising Co. © 14Jul65; KK190011.
Booster rocket for your premium and incentive plans. (In Premium merchandising, June 1965, p.2) Appl. author: Gardner Advertising Co. © 1Jun65; KK189366.
Branded. (In The Wall Street journal, Aug. 11, 1965, p.7) Appl. author: Gardner Advertising Co. © 11Aug65; KK190017.
Business card. (In Rough notes, Aug. 1965, p.34) Appl. author: Gardner Advertising Co. © 1Aug65; KK189812.
Christmas gift problems, three new gift ideas from Sheaffer; WC-6. (In National geographic, Dec. 1965, p.4 of cover) Appl. author: Gardner Advertising Co., Inc. © 1Dec65; KK191827.
Class will last. (In The Wall Street journal, Nov. 3, 1965, p.4) Appl. author: Gardner Advertising Co. © 3Nov65; KK191366.
From Sheaffer, the new Twin Well thin line marker. (In Springfield leader-press, May 21, 1965, p.7) Appl. author: Gardner Advertising Co. © 21May65; KK189410.
Here's a gift that sticks to the ribs. (In The Wall Street journal, Sept. 1, 1965, p.2) Appl. author: Gardner Advertising Co. © 1Sep65; KK190373.
Initiator; your firm's trademark emblem attached to a Sheaffer writing instrument. (In The Wall Street journal, Oct. 6, 1965, p.13) Appl. author: Gardner Advertising Co. © 6Oct65; KK191182.
Insure your sales calls, leave behind an imprinted Sheaffer ballpoint. (In Rough notes, Oct. 1965, p.32) Appl. author: Gardner Advertising Co. © 1Oct65; KK191165.
New excitement, designs, colors, materials in Sheaffer desk sets. (In Office appliances, Nov. 1965, p.109) Appl. author: Gardner Advertising Co. © 1Nov65; KK191361.
New from Sheaffer, Twin Well thin line marker. (In Business products, Oct. 1965, p.2 of cover) Appl. author: Gardner Advertising Co. © 1Oct65; KK191166.
New from Sheaffer, Twin Well thin line marker. (In The College store journal, Oct.-Nov. 1965, p.4 of cover) Appl. author: Gardner Advertising Co. © 5Nov65; KK191365.
The new Sheaffer 1776 display. (In National stationer, June 1965, p.2 of cover) Appl. author: Gardner Advertising Co. © 1Jun65; KK189811.
New Sheaffer Stylpoint cartridge writer. (In Business products, Dec., 1965, p.2 of cover) Appl. author: Gardner Advertising Co., Inc. © 1Dec65; KK191771.
New stainless steel ballpoints go around in the best circles. (In Pictures (St. Louis post-dispatch) Aug. 22, 1965, p.13) Appl. author: Gardner Advertising Co. © 22Aug65; KK191177.
New stainless steel ballpoints go around in the best circles; circle the store nearest you. (In The Commercial appeal, Memphis, Aug. 29, 1965, comics) Appl. author: Gardner Advertising Co. © 29Aug65; KK191178.
Now showing the Christmas gift, featuring a galaxy of new Sheaffer stars. (In Life, Dec. 3, 1965, p.52) Appl. author: Gardner Advertising Co., Inc. © 3Dec65; KK191742.
Score a direct hit with Sheaffer gifts and self liquidators. (In Incentive, May 1965, p.4 of cover) Appl. author: Gardner Advertising Co. © 1May65; KK189365.
Sheaffer's new stainless steel ballpoints go around in the best circles. (In Reader's digest, Sept., 1965, p.239) Appl. author: Gardner Advertising Co. © 1Sep65; KK190902.
Soft sell speaks well. (In The Wall Street journal, Oct. 20, 1965, p.8) Appl. author: Gardner Advertising Co. © 20Oct65; KK191115.
Star billing for quality. (In The Reader's digest, Dec., 1965, p.24L) Appl. author: Gardner Advertising Co., Inc. © 1Dec65; KK191745.
Striking idea for your premium and incentive plans. (In Premium practice, June 1965, p.22) Appl. author: Gardner Advertising Co. © 1Jun65; KK189397.
This superb ballpoint deserves the support it's getting. (In National jeweler, Oct. 1965, p.29) Appl. author: Gardner Advertising Co. © 10Oct65; KK191184.
What's your name doing on a desk set? (In The Wall Street journal, July 28, 1965, p.5) Appl. author: Gardner Advertising Co. © 28Jul65; KK189493.
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Winner, your firm's trademark emblem attached to a Sheaffer writing instrument. (In The Wall Street journal, July 21, 1965, p.6) Appl. author: Gardner Advertising Co. © 21Jul65; KK189642.

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Industrial tack rags. Sheet. © 24Sep65; KK190634.
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Introducing new colors for 1966 in Super Kem-Tone and Kem-Glo. Folder. © 10Oct65; KK190635.
New colors for 1966 in Super Kem-Tone and Kem-Glo. Sheet. © 10Oct65; KK190883.
Super Kem-Tone and Kem-Glo colors. Folder. © 5Nov65; KK191121.

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New cosmetic development for skin cleaning; Irma Shorell's formula for cleansing. (In Diplomat, June 1965, p.9) Appl. author: H. Allen Lightman. © 1Jun65; KK189822.

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Designer fashion, suit 6178. Card. © 1Aug65; KK190224.
Fall fashion magic 1965. Card. © 1Aug65; KK190226.
If I can sew, you can sew, says Donna Loren; Jiffy 6145. Card. © 1Jul65; KK189276.
If I can sew, you can sew, says Julie Newmar. Watch her model simple-to-sew Jiffy fashions on TV. Jiffy 6228. Poster. © 1Sep65; KK190543.
It's a date for you with fall fashions at Simplicity's modern miss extra teen fashion show. Style 6098. Sheet. © 1Aug65; KK190538.
It's a date; you are cordially invited to attend Simplicity's Modern Miss Extra Teen Fashion Show. Folder. © 1Aug65; KK190223.
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Simplicity; father's shirt 6255, son's shirt 6237. Poster. © 1Sep65; KK190544.
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Simplicity; 6096, 6122. Card. © 1Jul65; KK189272.
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Simplicity. 6174; 6217. Poster. © 1Sep65; KK190545.
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Simplicity. 6222; 6171. Poster. © 1Sep65; KK190546.
Simplicity; 6314, 6291. Card. © 1Nov65; KK191011.
Simplicity designer fashion. 6262. Poster. © 10Oct65; KK190539.
Simplicity fun gifts to sew right now. 6252; 5244; 5943; 6258; 6257; 5767; 5713; 5244; 6191; 6252; 6208; 6244; 6208; 5767. Poster. © 1Sep65; KK190549.
Simplicity holiday fashions, holiday fabrics. 6220. Poster. © 1Sep65; KK190548.
Simplicity on the go-go fashions for young moderns; 6135. Card. © 1Jul65; KK189271.
Simplicity Tammy and Misty wardrobe. 6244. Poster. © 1Sep65; KK190547.

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Skinny wardrobe, 6197. Card. © 1Aug65; KK190225.

Stitch & save fashion show. Card. © 1Jul65; KK189270.

Suggested corkboard display for your fabric department; suggested window display. Sheet. © 1Aug65; KK190222.

Your fashion image for fall; 6141. Card. © 1Aug65; KK190221.

SINGER, ARTHUR.
Brilliance from Riegel woodlands. See RIEGEL PAPER CORP.

Distinction from Riegel woodlands. See RIEGEL PAPER CORP. PULP & PAPERBOARD DIVISION.

Yellow throated warbler. See RIEGEL PAPER CORP.

SMALL (WILLIAM J.) AGENCY, INC. ©
Snow trouble at all with Snow-Bird power snow removers. (In The Boston globe, Oct. 17, 1965, p.65) Appl. author: William J. Small. © 17Oct65; KK191102.

SMART LIVING STORES, INC. ©
New Alhambra 11-piece ensemble, all for less than the price of the sofa alone. (In Chicago sun times, July 9, 1964, p.11) Appl. author: Max P. Masser. © 9Jul64; KK189096.

SMITH (A. O.) HARVESTORE PRODUCTS, INC. ©
Cornlage, livestock feed. Folder. (Bulletin MH-152) © 11Aug65; KK189521.

Speed up your snow and ice control program, new Permaglas mechanized salt handling system. (Permaglas salt system) Folder. (Bulletin MU-112) © 23Aug65; KK189712.

SMITH, MARY RACHEL. ©
Play and win our Big Deal. Card. © 18Jun65; KK189066.

SMITH (RICHARD D.), INC. ©
You never miss the water 'til the well runs dry. [Old fashioned well with bucket] Sheet. © 19Sep65; KK190572.

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Mobilfoam merchandizers. Sheet. © 27Oct65; KK190798.

SOHM, CARL H. ©
Announcing new motor for tricycles. Folder. © 12May65; KK189994.

SONY CORP. OF AMERICA. ©
Pee wee tee vee; the 4 inch Sony television. (In Life, Oct. 8, 1965, p.118) Appl. author: Doyle Dane Bernbach, Inc. © 6Oct65; KK191347.

Wash 'n watch; 9" anyplace Sony TV. (In Life, Oct. 29, 1965, p.83) Appl. author: Doyle Dane Bernbach, Inc. © 27Oct65; KK191348.

SOTTILE, B. L. ©
4 in 1 guitar strap. Sheet. © 17Sep65; KK190064.

SOUTH RIVER METAL PRODUCTS CO., INC. ©
Gain important added volume with the new South River TV-FM antenna lightning protection kit. Sheet. © 9Jun65; KK188922.

SOUTHERN HOUSE. ©
Insect-Kil. (In The Antonio light, May 9, 1965, p.16 TV) Appl. author: John McAtee. © 9May65; KK189435.

SPARKLETTS DRINKING WATER CORP. ©
Spring fresh drinking water from Sparkletts own wells. Net contents 5 gallons. Sheet. © 13Sep65; KK190554.

SPECTACULAR PROMOTIONS. ©
Are they brave, or are they stark raving mad? (In Anderson daily mail, May 20, 1965, p.24) © 20May65; KK190170.

Danger; smashing an automobile into another. (In Independent, Anderson, S. C., May 16, 1965, p.22) © 16May65; KK190772.

Danger rides again. (In Hartford courant, June 23, 1965, p.25) © 23Jun65; KK190181.

100 cars doomed, 100 drivers gone wild. (In Spartanburg journal, May 18, 1965, p.12) © 18May65; KK190171.

Scared to death? [Endorsed by Pete Phillips] (In Spartanburg herald, May 17, 1965, p.7) © 17May65; KK190167.

Two are still alive. (In The Asheville times, May 19, 1965, p.16) © 19May65; KK190168.

Why do they risk death? (In The Spartanburg herald, May 21, 1965, p.23) © 21May65; KK190169.

SPEIDEL.
British Sterling retailer price list, 1965; exclusive toiletries for men. Folder. © Speidel, division of Textron; 9Jul65; KK189684.

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Men's watchband and photo-ident order form. Sheet. © Textron, Inc. (in notice: Speidel, division of Textron); 25Jun65; KK189344.

Speidel men's Twist-O-Flex watchbands; Speidel ladies' watch bracelets. Folder. © Textron, Inc. (in notice: Speidel, division of Textron); 28Jul65; KK190147.

SPEIDEL CORP. ©
Speidel shows you how to, come alive, in '65! Folder. © 15Jul65; KK189958.

SPERRY RAND CORP. ©
This is the new shaver that shaves the peach, that shaves the brush, that shaves your face, that Remington built. Lectric IV. (In Life, Oct. 22, 1965, p.91) Appl. author: Young & Rubicam, Inc. © 18Oct65; KK190936.

SPOONER TOYS. ©
Dial-a-doll. [Dolls in costumes on disc] Appl. author: Harry P. Spooner. © 1Nov65; KK191323.

Mix 'n match cartoon sten'cel dot-to-dot. [Bear, dancing girl, cowboy] Sheet. © 21Sep65; KK190671.

SPRAGG, TERRY G. See RIPPER CO.

STAGG DISTILLING CO. ©
Always on target with taste and quality; Old Stagg, Kentucky's top bourbon. (In Columbus evening dispatch, Sept. 16, 1965, p.33A) Appl. author: Otto Kleppner. © 16Sep65; KK191615.

STANDARD OIL CO. OF KENTUCKY. ©
Young ho, go Chevron. (In Atlanta magazine, Nov., 1965, p.100) Appl. author: Burton E. Wyatt. © 5Nov65; KK191772.

STANDARD REGISTER CO. ©
Perspectives on optical scanning. 1 v. Appl. author: Griswold-Eshleman Co. © 16Jul65; KK189996.

STANLEY HOME PRODUCTS, INC. ©
For 35 years, Stanley Home Products and Stanley dealers have been devoted to providiing quality plus products for you ... hostess party plan. (In Good housekeeping, Nov. 1965, p.253) © 20Oct65; KK191207.

35 years of S. H. P.; for 35 years ... exclusively through the famous Stanley hostess party plan. (In Good housekeeping, Nov. 1965, p.253) © 21Oct65; KK190795.

STA-WHIP, INC. ©
Sta-Wip brand dessert topping; 10 ozs. avoir. On can. © 13Jul65; KK190285.

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Permalife Hipromin Biorell, imported flake food for tropicals; net weight 5/8 oz. avoir. © Aquarium Supply Co. division of Sternco Industries, Inc.; 7Jun65; KK190012.

STILLER, WILLIAM B. ©
Little Octopus, anchors what you want where you want it. On folding carton. © 26Oct65; KK190828.

A special gift for you, Quikey tool holster. On folding carton. © 4Aug65; KK189411.

STODDARD, MERYL L. ©
Bang Gut baby food. On wrapper. © 24Sep65; KK191098.

STOLPEN, BEULAH HARRIS. See ROLLING READER PUB. CO.

STOW MANUFACTURING CO. ©
Flexible shafting. Folder. (Bul. 6212) Appl. author: Clarence F. Hotchkiss, Jr. © 1Sep65; KK189866.

STURGIS CO. ©
5500 line; contemporary, distinctive, modestly priced. Folder. © 10Sep65; KK190052.

Regular line; the thirteen chairs of the Sturgis regular line. Folder. © 13Sep65; KK190051.

STURGIS POSTURE CHAIR CO. ©
800 line. Folder. © 15Jun65; KK189136.

SUNBEAM. ©
Ernie Banks, Chicago Cub great, checks out Sunbeam double action; double action Shavemaster electric shaver. (In Ebony, Oct. 1965, p.143) Appl. author: Sidney B. Corbett. © 10ct65; KK191535.

SUNBEAM CORP. ©
Broiler of the year salutes friar of the year. (In The Friars club testamonial book, Apr. 25, 1965) © 25Apr65; KK190697.

Carousel rotisserie broiler helps you teach modern rotisserie cooking the flavorful way. (In What's new in home economics, Feb., 1965, p.17, 18) © 15Jan65; KK190689.

Does your premium program reflect your company image; if not, quick, send this coupon to Sunbeam. (In Premium practice, June, 1965, p.65) © 1Jun65; KK190695.

Exciting colorful new way to cook and serve; Sunbeam electric casserole frypan. (In San Francisco examiner, June 27, 1965, pictorial living section, p.15) © 27Jun65; KK190693.

Fashions may change, but quality never goes out of style. (In Promise (Chicago daily news) May 15, 1965, p.18) © 15May65; KK191412.

First quarter, '65, vacuum cleaner sales industry up 16%, Sunbeam up 56%. (In Home furnishings daily, June 18, 1965, p.17) © 18Jun65; KK190694.

Get the electric shaver with three real blades for close, comfortable shaves. Shavemaster. (In Overseas weekly, May 2, 1965, p.25) © 29Apr65; KK190698.

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SUNBEAM CORP.-Con.
Happy birthday from a new neighbor. [Lit candle] (In News & observer, Raleigh, N. C., May 16, 1965, p.1-16) © 16May65; KK190696.
Here's how children can get their teeth really clean, and like it! Sunbeam cordless hygienic electric toothbrush. (In Parents' magazine & better homemaking, Nov., 1965, p.137) Appl. author: Catherine M. Thiel. © 1Nov65; KK190989.
How to keep clock sales on the upswing! The Vermont. (In Home furnishings daily, May 21, 1965, p.27) © 21May65; KK190888.
Link your premium program to Sunbeam products and build a solid chain of sales. (In This week in Chicago, Apr. 24, 1965, p.26, 27) © 22Apr65; KK190702.
A message to appliance dealers: 4 reasons why you should be in the garden equipment business. (In Narda news, Apr., 1965, p.17) © 10Apr65; KK190700.
Recognized; the Sunbeam cordless hygienic electric toothbrush is professionally recognized. (In Chicago tribune, Dec. 13, 1965, section 2A, p.2) Appl. author: Sidney B. Corbett. © 13Dec65; KK191533.
A salesman's wife can give you the word on incentive plans; the word: Sunbeam. (In Dun's review & modern industry, Jan., 1965, p.194) © 10Jan65; KK190688.
7 great teaching aids from Sunbeam. (In What's new in nome economics, Apr., 1965, p.22, 23) © 15Mar65; KK190699.
Sunbeam Corporation explora el mundo en busca de distribuidores adicionales. [Pictures of 9 products superimposed on globe] (In El Exportador Americano, Feb., 1965, p.1) © 30Jan65; KK190691.
Sunbeam gears up to help hardware stores cash in. (In Hardware retailer, Jan., 1965, p.56, 57) © 1Jan65; KK190686.
Sunbeam says Chicago in many languages. (In Chicago magazine, Winter, 1965, p.46) © 15Jan65; KK190690.
Teach the modern way to iron modern fabrics with new Sunbeam spray, steam or dry iron. Model SS3. (In What's new in home economics, Mar., 1965, p.4 of cover) © 15Feb65; KK190692.
What's new, what's different; open this Sunbeam can and find out. (In This week in Chicago, Jan. 9, 1965, p.26, 27) © 7Jan65; KK190687.
You're invited to tour the new Sunbeam plant at Denmark, S. C. (In The Bamburg herald, Apr. 15, 1965, p.7) © 15Apr65; KK190701.

SUNLINE, INC. ©
Hot cinnamon candy, Pepper Pops; net weight 3/4 oz. On bag. © 25Jul65; KK189646.

SUNSPICED FOODS. ©
Now give your children 100% of their vitamin C needs in a single serving of potatoes at no extra cost. (Whipp special school lunch pack instant potatoes) (In School lunch journal, Sept., 1965, p.41) © 15Sep65; KK190571.

SUN-X INTERNATIONAL, INC. ©
Glass Tint reduces glare, heat & fade. Sheet. © 19Jul65; KK190412.
Why squint? Use Sun-X auto glass tint. Sheet. © 14Jun65; KK190413.

SUPERAIN INDUSTRIES, INC. ©
Lawn sprinklers & gardening aids; 1966 catalog. 1 v. © 6Sep65; KK191180.

SUPERIOR ELECTRIC CO. ©
Fast, compact, efficient; induction ovens; SH1000 series. Sheet. (Bulletin SH665) © 14Jul65; KK190048.
New digitally driven X-Y positioning tables. Sheet. (SE-L9657) © 20Sep65; KK190922.
New powerstat variable transformers, B series. Sheet. (SE-L8655) © 24Sep65; KK190921.
Product guide for precision products; SE-L66217. 1 v. (looseleaf) © 6Sep62; KK190674.
Progress report, 1965, first nine months. Folder. (SE-L106514) © 18Oct65; KK190923.

SUPERIOR HONEY & OLIVE CO. ©
Olives in a basket; dr. net wt. 4 oz. Sticker. © 1Nov65; KK190840.

SWACO. ©
Adjustable choke for drilling muds. (In The Oil and gas journal, Oct. 11, 1965, p.220) © 11Oct65; KK191100.

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TAE PRODUCTS, INC. ©
Quick Strike fish lure spray; net wt. 80 grams. On wrapper. Appl. author: Dianne Piotrowski. © 10Sep65; KK191285.

TEACHERS PARTNER, INC. ©
Teachers partner for tuning the violin. Record sleeve. NM: additions. © 29Sep65; KK190759.

TECH-ART ASSOCIATES. ©
Creative art for advertising and industry; better printing through better planning. Folder. Appl. author: John L. Pantalone. © 3Jun65; KK190163.

TECHNILAB, INC. ©
Reference catalog no.65. D. Jenness Co. 1 v. NM: revisions. © 8Mar65; KK191762.

TECNIQUE.
Suddenly 3 complexion miracles happen to you; Corn Silk Micron powder. (In McCall's, Oct. 1965, p.30-31) Appl. author: Benton & Bowles, Inc. © Shulton (in notice: Tecnique, division of Shulton); 21Sep65; KK190837.

TENNANT (G. H.) CO. ©
86-E battery powered sweeper, fast, silent, fume-free sweeping. Folder. © 15Oct65; KK191641.
Industry's most rugged sweeper, Tennant 90 industrial power sweeper. Folder. © 6Aug65; KK191642.
New low cost way to sweep and scrub; Tennant 42 power sweeper scrubber attachment. Sheet. © 19May65; KK191640.

TENSOR CORP. ©
Neutral wrinkle finish, Rumford; model 6975. Card. © 10May65; KK189874.

TEXAS GAS TRANSMISSION CORP. ©
Texas gas builds a highway to a million homes. [Farm scene] (In Forbes, Nov. 1, 1965, p.21) Appl. author: Bozell & Jacobs, Inc. © 1Nov65; KK190919.
Texas gas plants a cash crop. [Men doing construction work] (In Forbes, Sept. 15, 1965, p.28) Appl. author: Bozell & Jacobs, Inc. © 15Sep65; KK190893.

TEXTRON, INC. ©
Now, for the jeweler, something new in men's gift giving; British Sterling, exclusive gift toiletries for men by Speidel. Folder. Appl. author: Speidel, division of Textron, Inc. © 24Jun65; KK189040.

TEXTRON, INC. SPEIDEL. See SPEIDEL.

THERMOPATCH CORP. ©
Safety, comfort, Thermopath provides both and cuts costs, too. (In Institutional laundry & linen, Apr. 1965, p.40) © 1Apr65; KK189779.
Thermopatch makes your garment indentification safe and sure. (In Rental laundry management) © 1Jun65; KK189778.
Thermopatch mending can help cut your costs. (In Institutional laundry & linen, June 1965, p.1) © 1Jun65; KK189780.

THERMOS DIVISION, KING-SEELEY THERMOS CO. See KING-SEELEY THERMOS CO. THERMOS DIVISION.

THOMAS (S. B.), INC. ©
In more ways than one your customers feel at home with Thomas' English muffins. (In Fast food, Sept., 1965, insert) Appl. author: Charles W. Hoyt Co., Inc. © 2Sep65; KK190561.
Make your customers feel at home with toasted Thomas'; English muffins. (In Metropolitan restaurant news, Sept., 1965, p.6) Appl. author: Charles W. Hoyt Co., Inc. © 14Sep65; KK191763.
When it's baked by Thomas', it makes them feel at home; date nut loaf. (In Military market, July 1965, p.117) Appl. author: Charles W. Hoyt Co., Inc. © 1Jul65; KK190071.

THOMAS' FROZEN FOODS, INC. ©
Are you sure you know how an English muffin should taste? (In Star-Telegram, Fort Worth, Sept. 7, 1965, p.4) Appl. author: Charles W. Hoyt Co., Inc. © 7Sep65; KK190560.

THOMPSON (SAM) PURE RYE DISTILLING CO. ©
Sam Thompson, the straight rye whisky preferred by 2 out of 3 Pennsylvanians. (In Beaver County times, May 11, 1965, p.A-9) Appl. author: Otto Kleppner. © 11May65; KK188968.

THOMPSON MEDICAL CO. ©
Make a mint with Slim-Mint gum. (In Profitunities, July 1965, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Jul65; KK188853.

THORNBURG, HAZEL F.
Christmas beauty wreath kit. See THORNBURG, JOHN W.

THORNBURG, JOHN W.
Christmas beauty wreath kit. © John W. Thornburg & Hazel F. Thornburg; 24May65; KK189124.

3M CO. See MINNESOTA MINING & MANUFACTURING CO.

TICONIUM.
Doctor, at last a partial denture metal that is lighter and shines brighter; Premium 100. Folder. Appl. author: R. W. Russell. © Ticonium, division of CMP Industries, Inc.; 16Aug65; KK190116.
A free-end saddle solution! Folder. Appl. author: A. J. Griffin. © Ticonium, div. of CMP Industries, Inc.; 12Jul65; KK191318.
Partial dentures may look alike, but there is a difference in twin-flex partials. Folder. Appl. author: R. W. Russell. © Ticonium, division of CMP Industries, Inc.; 15Mar65; KK188940.
This is the principle of mucostatics. Folder. Appl. author: A. J. Griffin. © Ticonium, div. of CMP Industries, Inc.; 18Oct65; KK191319.
To dental assistants and hygienists, do you make the mirror test daily? Folder. Appl. author: R. W. Russell. © Ticonium, division of CMP Industries, Inc.; 12Apr65; KK188939.

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Instant drying price marking inks. Sheet. © 8Jul65; KK189490.

TIMKEN ROLLER BEARING CO. ©
Bearing standardization, that's the key to the savings bank. (In D. A. C. news, July 1965, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Jul65; KK189190.

Brakethrough; new Timken SS bearings. (In S. A. E. journal, Nov. 1965, Cleveland section, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Nov65; KK190855.

Join our Select-to-Save Club, we pay you the dues. (In Business week, Sept. 4, 1965, p.62-63) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Sep65; KK189872.

Lower warranty costs, that's a promise from Timken bearings. (In D. A. C. news, Sept. 1965, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Sep65; KK190078.

The metalworking revolution turns on Timken bearings. (In U. S. news & world report, Sept. 6, 1965, p.81) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Aug65; KK189752.

Now available, trailer-axles with set-right, the sure method for setting Timken tapered roller bearings. (In Fleet owner, Dec. 1965, p.61) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Dec65; KK191804.

Set-Right assures proper bearing setting, eliminates adjustment. (In The S. A. E. journal, Nov. 1965, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Oct65; KK190793.

Set-Right, what is it? Why is it? (In Automotive news, Sept. 20, 1965, p.69) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Sep65; KK190832.

Tempus fugit, cussword of transportation made obsolete. (In The Wall Street journal, July 14, 1965, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Jul65; KK189341.

Timken bearings are a natural resource, too. [Examples of industrial uses] (In Newsweek, Oct. 18, 1965, p.10) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Oct65; KK190741.

Timken bearings turn up everywhere in the space race. (In Newsweek, Aug. 23, 1965, p.54) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Aug65; KK190258.

We've held our prices level with your help. (In D. A. C. news, Aug. 1965, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Aug65; KK189542.

Where there's torque, there's Timken steel. (In Steel, July 26, 1965, p.53) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Jul65; KK189617.

TIRE CITY CORP. See KORVETTE TIRE CENTERS.

TIRES, INC. ©
Another incredible T. I. sale; 4 ply nylon tires. (In Sunday news, New York, June 13, 1965, p.154-155) © 13Jun65; KK189046.

50,000 tire sale. (In Sunday news, New York, Aug. 8, 1965, p.138-139) © 8Aug65; KK189517.

Mid-year tire sale. (In Sunday news, New York, Aug. 1, 1965, p.126-127) © 1Aug65; KK189518.

Nylon tire sale, snow or regular. (In Sunday news, New York, Oct. 10, 1965, p.87) © 10Oct65; KK190612.

Sensational scoop; Firestone, Goodyear genuine first line original equipment tubeless tires. (In Daily news, New York, July 6, 1965, p.66) © 6Jul65; KK189233.

Snow tires a go-go; extraordinary offering, 8,942 steel spike studded miracle safety snow tires. (In Sunday news, New York, Nov. 21, 1965, p.154-155) © 21Nov65; KK191363.

TIVOLI BREWING CO. ©
Denver beer; contents 11 fluid ounces Sticker. © 1Sep65; KK190013.

TODDLERS EDUCATION, INC. ©
Your baby can read, an educational game for babies 1-6 years old. On folding carton. © 8Jul65; KK189253.

TOM, KING C. See UNITED PLASTICS CO.

TOP NOTCH COOKIE CO.
Sweet Treet marshmallow pies; one dozen, net wt. 1 lb. On wrapper. © Jack's Cookie Corp. d.b.a. Top Notch Cookie Co.; 5Jul65; KK189790.

TOUCHÉ RECORDS.
La vie en rose; 101-B. Sticker. Appl. author: James Bronson, Jr. © Touché Records, division of Bronson Enterprises, Inc.; 24May65; KK189125.

TRANSCO.
Tube saver roto-matic (Slim Jim) Sheet. © Gilbert W. Younger d.b.a. Transco; 10Oct65; KK191045.

TRAY, LLOYD D. See VISTA INSURANCE AGENCY.

TROPHY PRODUCTS CO. ©
Rose and flower dust. Net weight 10 ounces. On wrapper. © 17Sep65; KK190703.

XII FOUNTAINS.
Zue Sope Hang'r; be modern, eliminate messy soap dishes. Card. © Curtis O. Grantham d.b.a. XII Fountains; 15Jul65; KK189332.

TWENTIETH CENTURY FOX TELEVISION., INC.
Voyage to the bottom of the sea. See CAMBRIDGE PRODUCTIONS, INC.

TWITCHELL (E. W.), INC. ©
Textured seamless stretch tights. On bag. © 23Aug65; KK190677.

TWITTY, W. BRADLEY.
Memoirs and records of school years. See HERMITAGE PRESS.

TYPORAMA.
I hear she uses the Typorama method of typewriting. Sheet. © Typorama, sole proprietorship, owned & operated by Joseph Cosmo Westmore; 29Jan65; KK191269.

U

U. S. MERCHANDISE MART, INC. ©
Play Tab; rules of Tab. Card. Appl. author: Norman Bennett. © 12Sep64; KK189976.

UNCLE BEN'S, INC. ©
Save 8¢ on new quick rice from Uncle Ben's. (In New York journal American, Nov. 17, 1965, p.22) Appl. author: Ted Bates & Co., Inc. © 17Nov65; KK191661.

The wild one; long grain & wild rice. (In Sunday news, New York, Oct. 31, 1965, p.6) Appl. author: Ted Bates & Co., Inc. © 31Oct65; KK191113.

The wild one puts wild new life into everyday menus; long grain & wild rice. [Bird cage] (In McCalls, Dec. 1965, p.51) Appl. author: Ted Bates & Co., Inc. © 20Nov65; KK191658.

The wild one puts wild new life into everyday menus; long grain & wild rice. [Hunting horn] (In McCalls, Nov. 1965, p.41) Appl. author: Ted Bates & Co., Inc. © 20Oct65; KK191659.

UNIDYNE INDUSTRIES, INC. ©
Q Plus, car care excellence. Sheet. © 18Jun65; KK189254.

UNION CARBIDE CORP. ©
A tour of the Bound Brook vinyl facility, fibers and fabrics division. 1 v. © 12May65; KK191620.

UNION CARBIDE CORP. CONSUMER PRODUCTS DIVISION.
New Glad bags, 25 clear plastic large utility size. On folding carton. © Union Carbide Corp. (in notice: Union Carbide Corp., Consumer Products Division); 15Feb65; KK188972.

New Glad bags, 75 clear plastic sandwich size. On folding carton. © Union Carbide Corp. (in notice: Union Carbide Corp., Consumer Products Division); 5Nov64; KK188971.

UNION SPECIAL MACHINE CO. ©
For attaching closed zippers, style 39500 AU. Sheet. Appl. author: Arthur James Feigel. © 20Sep65; KK190260.

For s-t-r-e-t-c-h apparel, style 39500 AH; the most outstanding overedger for seaming operations on stretch fabrics and knits. Sheet. Appl. author: Arthur James Feigel. © 8Nov65; KK191396.

For the manufacturers of men's dress shirts; industrial sewing machines. Folder. (Bulletin no.250) Appl. author: Arthur James Feigel. NM: complete revision & additions. © 5Jul65; KK189057.

Formation; material control systems. Folder. Appl. author: Arthur James Feigel. © 4Oct65; KK190782.

Specially engineered for seaming durable shape materials; style 54200 N. Sheet. Appl. author: Arthur James Feigel. © 6Sep65; KK190049.

UNITED AIR LINES. ©
Come fly the friendly skies of United, where things are done with extra care. (In Tribune, Chicago, Sept. 27, 1965, p.15) © 27Sep65; KK190609.

Fly United's new Royal Hawaiian, no change of planes or terminals. (In The New York times, Nov. 4, 1965, p.38) © 4Nov65; KK191146.

New label for the big birds of United Freightair. (In Traffic world, Oct. 30, 1965, p.8, 9) © 30Oct65; KK191336.

UNITED AIR LINES, INC. ©
New, United gives you the widest choice of services ever offered nonstop to New York, Washington, D. C. Red, white & blue. (In Los Angeles herald examiner, July 21, 1964, p.A12, A13) Appl. author: N. W. Ayer & Son, Inc. © 21Jul64; KK190706.

New, United gives you the widest choice of services nonstop to New York: red, white & blue. [Silhouette of plane] (In Merced sun star, July 28, 1964, p.9) Appl. author: N. W. Ayer & Son, Inc. © 28Jul64; KK190705

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UNITED AIR LINES, INC.-Con.
New, United offers you the widest choice of services nonstop to New York, Washington, D. C., and Detroit. (In Los Angeles herald-examiner, July 27, 1964, p.A-15) Appl. author: N. W. Ayer & Son, Inc. © 27Jul64; KK191288.
New, United's red, white & blue. (In Life, Sept. 25, 1964, p.R5) Appl. author: N. W. Ayer & Son, Inc. © 21Sep64; KK190704.
United's new Jetarama theater! (In The Times & news leader, San Mateo, Calif., Jan. 19, 1965, p.14) Appl. author: N. W. Ayer & Son. © 19Jan65; KK190934.

UNITED-BILT HOMES, INC. ©
How to stop paying rent; the Colonial. Sheet. Appl. author: Bryan & Bryan Advertising. © 16Mar65; KK191105.
Solidly built of finest materials. Sheet. Appl. author: Bryan & Bryan Advertising. © 16Mar65; KK191103.
You can own this home easier than you think; the Dixie. Sheet. Appl. author: Bryan & Bryan Advertising. © 16Mar65; KK191104.

UNITED MERCHANTS & MANUFACTURERS, INC. ©
Con-Tact is cut out for easy selling. Folder. © 24Nov65; KK191381.
New, improved, Con-Tact; does not shrink. Sheet. © 1Jun65; KK188923.

UNITED PIECE DYE WORKS. ©
No ironing, durable press, Uni-Prest. [Tag] Appl. author: Adeline A. Dembeck. NM: addition. © 7Dec65; KK191653.

UNITED PLASTICS CO.
Dinning [sic] in the garden; Wah Lum Chinese-American Restaurant. Card. © King C. Tom d.b.a. United Plastics Co.; 10Sep65; KK190301.
New China Inn. [Girl playing guitar] Folder. © King C. Tom d.b.a. United Plastics Co.; 7Sep65; KK190420.

UNITED STATES RUBBER CO. ©
Buy 1 1/2 rain tires, get 2. (In Los Angeles times, Aug. 26, 1965, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 26Aug65; KK191036.

UNIVERSAL PICTURES CO., INC.
The bride of Frankenstein all plastic assembly kit; kit no.482-149. On wrapper. © Universal Pictues, Inc. (in notice: Universal Pictures Co., Inc.) & Aurora Plastics Corp.; 21Jun65; KK191447.

UPJOHN CO. ©
Progress through science, an antibiotic for today and tomorrow; Lincocin. (In Scope, May 1965, p.2 & 3 of cover) © 5May65; KK189814.
Progress through science, chemical clues from electromagnetic energy. (In Scope, June 1965, p.2 of cover) © 4Jun65; KK189815.

USEN PRODUCTS CO. ©
All cats love 3 little kittens á la cat. (In Chicago sun-times, Nov. 12, 1965, good food section, p.6) © 12Nov65; KK191501.
Discriminating cats deserve 3 little kittens á la cat. (In Chicago sun-times, Nov. 12, 1965, good food section, p.11) © 12Nov65; KK191502.
Fastidious cats favor 3 little kittens á la cat. (In Chicago sun-times, Nov. 12, 1965, good food section, p.10) © 12Nov65; KK191503.
Particular cats prefer 3 little kittens á la cat. (In Chicago sun-times, Nov. 12, 1965, good food section, p.3) © 12Nov65; KK191500.

V

VAN BRODE MILLING CO., INC. ©
Banquet king-sized silver plastic spoons, forks, knives. (In Vend, Nov. 15, 1965, p.32) © 15Nov65; KK191490.
Banquet, king sized silvered plastic tableware; the elegance of sterling; 12 pieces. Card. © 6Jan65; KK189993.
Introducing Banquet; king sized, silver plastic spoons, forks and knives. Folder. Appl. states prev. reg. KK189992. NM: additions. © 8Nov65; KK191489.
Introducing Banquet; now king sized silvered plastic table settings. (In The Paper & twine journal, Sept. 1964, p.5) © 15Sep64; KK189992.
Portion control plastic cups. Wholesale price list no.200-E, effective Nov. 1, 1965. Sheet. © 1Nov65; KK191053.
Sell the new tableware, Banquet king-sized silver plastic spoons, forks and knives. (In Paper & twine journal, Nov. 15, 1965, p.3) © 15Nov65; KK191488.

VANSONS, INC. ©
Decorated party cake; net wt. 2 lbs. 8 oz. On folding carton. Appl. author: Don Lindquist. © 6Aug65; KK190121.
Variety party cake; net wt. 1 lb. 6 oz. On folding carton. Appl. author: Don Lindquist. © 6Aug65; KK190120.

VAUGHN, CHARLES M. ©
No reflect, front deck cover. Card. © 21Jul65; KK189[illegible].

VERSIS FOODS, INC. ©
Sauce Russe; one gallon. Sticker. Appl. author: Anthony Speros Versis. © 20Sep65; KK190409.

VILLAGER, INC. ©
An American tradition; rejoicing jumper. Folder. © 1Jul65; KK190806.
Back to school; 1965. Folder. © 1Jul65; KK190805.
Classic & great; the Villager shift has an upright air. (In Mademoiselle, Mar. 1965, p.26) © 2Mar65; KK190810.
Fair isle & friend. (In The New Yorker, Sept. 11, 1965, p.170) © 11Sep65; KK190813.
If you have Villager, you have everything; dresses, shirts, suits. (In Women's wear daily, June 2, 1965, p.14-15) © 2Jun65; KK190815.
News in brief; go on, live, show your legs, have something shorter. (In The New Yorker, June 26, 1965, p.72) © 26Jun65; KK190804.
On purpose; together, these have a deliberate look informing all that you consider your clothes. (In The New Yorker, Aug. 28, 1965, p.52) © 28Aug65; KK190814.
Portrait of an A student by the Villager. (In Women's wear daily, Aug. 2, 1965, p.1) © 2Aug65; KK190807.
Portraits; tucks, drawn gently down from shoulder to bosom. (In The New York times magazine, Sept. 5, 1965, p.4) © 5Sep65; KK190812.
Separateness; the true Villager collector. (In The New Yorker, June 26, 1965, p.100) © 26Jun65; KK190809.
Shaping; a double curve of buttons shapes the look. (In The New Yorker, Sept. 11, 1965, p.136) © 11Sep65; KK190808.
Something was missing, wasn't it? Here's the missing part of the Villager, skirts. (In California apparel news, Mar. 19, 1965, p.10-11) © 19Mar65; KK190811.
The Villager: An American campus tradition. (In Mademoiselle, Aug, 1965, p.218-221) © 27Jul65; KK191060.

VINO CORP. ©
Make wine at home with this Vino home winemaking kit. On folding carton. © 12Jul65; KK189453.

VIRGIN ISLANDS PERFUME CORP. ©
Now for the first time in the States, the Virgin Islands' most treasured perfume; Amalie. (In Beauty fashion, Oct. 1965, p.73) Appl. author: Paul A. Fergus. © 10Oct65; KK191163.

VISTA INSURANCE AGENCY.
Important, place in glove compartment; send help. Folder. © Lloyd D. Tracy d.b.a. Vista Insurance Agency; 18Feb65; KK190175.

VISUAL MATERIALS, INC. ©
VMI, serving the needs of the educational community; modern math series I. Folder. © 24Aug65; KK191444.

VITA FOOD PRODUCTS, INC. ©
Vita brand king crab meat; net wt. 1 lb. On folding carton. © 2Apr65; KK189267.

VOLKSWAGEN OF AMERICA, INC. ©
Be sure to look for this familiar brand on the front of every box. (In Life, June 4, 1965, p.58) Appl. author: Doyle Dane Bernbach, Inc. © 1Jun65; KK189458.
Drive this model home. Campmobile. Card. Appl. author: Doyle Dane Bernbach, Inc. © 29Jan65; KK190636.
The engine is only a part of our VW exchange parts service. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 28Nov64; KK190638.
Even the bottom of a Volkswagen looks funny. (In The New Yorker, Nov. 13, 1965, p.40) Appl. author: Doyle Dane Bernbach, Inc. © 10Nov65; KK191430.
Good mechanics are hard to find, so we're growing our own. (In Automotive news, July 19, 1965, p.43) Appl. author: Doyle Dane Bernbach, Inc. © 16Jul65; KK189459.
Got more than you can carry? Folder. Appl. author: Doyle Dane Bernbach, Inc. © 28Jan65 (in notice: 1964); KK191[illegible].
Have a familiar face waiting for you in Europe. Sheet. Appl. author: Doyle Dane Bernbach, Inc. © 1Feb65 (in notice: 1964); KK189231.
The Karmann Ghia. (In Time, July 16, 1965, p.82) Appl. author: Doyle Dane Bernbach, Inc. © 13Jul65; KK190154.
If an economical Volkswagen truck isn't right for you, how about an economical Volkswagen truck? [3 trucks] (In Nation's business, Sept., 1965, p.91) Appl. author: Doyle Dane Bernbach, Inc. © 29Aug65; KK190607.
If it costs so little to buy a Volkswagen, why lease one? Folder. Appl. author: Doyle Dane Bernbach, Inc. © 28Nov64; KK190637.

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If this is a station wagon, this must be something else. (In Newsweek, Nov. 8, 1965, p.6-7) Appl. author: Doyle Dane Bernbach, Inc. © 5Nov65; KK191215.

If you can't see us during the day. Folder. © 28Dec64 (in notice: 1965); KK191273.

Introducing three new Volkswagens, the Fastback, the Squareback, the Bug. (In Life, Oct. 22, 1965, p.20, 21) Appl. author: Doyle Dane Bernbach, Inc. © 19Oct65; KK190684.

It gave us a lift to hear you drive a VW. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 28Dec64 (in notice: 1965); KK191272.

It holds everything from soup to nuts. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 28Jan65; KK191270.

It may not be much, but to many it's home. (In Field & stream, June 1965, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 28May65; KK189478.

It would be less than honest to call it a station wagon; Squareback Sedan. (In Life, Nov. 19, 1965, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 16Nov65; KK191327.

Need a part? Replacing part of a car is a pain. (In U. S. news & world report, June 7, 1965, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 4Jun65; KK189479.

A new VW is cheaper at twice the price. (In Time, Sept. 3, 1965, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 31Aug65; KK190606.

No, it will not replace the bug; Fastback sedan. (In Life, Oct. 29, 1965, p.74-75) Appl. author: Doyle Dane Bernbach, Inc. © 26Oct65; KK191122.

Take it for a test drive, see if you pass. (In The New Yorker, July 17, 1965, p.75) Appl. author: Doyle Dane Bernabch, Inc. © 14Jul65; KK189481.

This car has passed our 16 point safety and performance test. So? Folder. Appl. author: Doyle Dane Bernbach, Inc. © 28Jan65; KK191274.

This is an ad for the Volkswagen station wagon. [Overloaded car] (In Life, Sept. 3, 1965, p.2 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 31Aug65; KK190599.

The Volkswagen is the largest selling imported car in America. Guess what's second? This Volkswagen. (In Life, Oct. 8, 1965, p.123, 125) Appl. author: Doyle Dane Bernbach, Inc. © 5Oct65; KK190600.

The Volkswagen station wagon, bigger than the biggest, smaller than the smallest. (In Sports illustrated, July 5, 1965, p.10) Appl. author: Doyle Dane Bernbach, Inc. © 2Jul65; KK189480.

The Volkswagen station wagon comes with 21 views to choose from. [Outdoor scenes] (In U. S. news & world report, Aug. 9, 1965, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 6Aug65; KK190605.

Volkswagens cost less in Europe. (In Holiday, Dec., 1965, p.157) Appl. author: Doyle Dane Bernbach, Inc. © 27Nov65; KK191767.

When one of those goes by, do you have any idea what it is? Karmann Ghia. (In Time, Sept. 24, 1965, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 21Sep65; KK190603.

Which came first? [Engine & car with open hood] (In The New Yorker, Dec. 11, 1965, p.91) Appl. author: Doyle Dane Bernbach, Inc. © 8Dec65; KK191768.

Why not a bigger beetle instead of a whole new Volkswagen? (In Life, Nov. 5, 1965, p.82-83) Appl. author: Doyle Dane Bernbach, Inc. © 2Nov65; KK191214.

Why spend $851 or more on a used car when you can buy a brand new Volkswagen. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 28Dec64 (in notice: 1965); KK191271.

Will we ever kill the bug? [Car lying on its roof] Volkswagen. (In Life, Aug. 6, 1965, p.2) Appl. author: Doyle Dane Bernbach, Inc. © 3Aug65; KK190601.

W

W. A. I. T. RADIO. ©
Try a little tenderness. [Adult & baby] (In Chicago daily news, Feb. 8, 1965, p.20) © 8Feb65; KK191506.

Try a little tenderness. [Bicycling couple] (In Chicago tribune, Nov. 27, 1964, section 2, p.8) © 27Nov54; KK191161.

Try a little tenderness. [Bird perched on lettering] (In Chicago tribune, Dec. 9, 1964, section 2, p.4) © 9Dec64; KK191153.

Try a little tenderness. [Couple walking on beach] (In Chicago tribune, Nov. 25, 1964, section 2, p.3) © 25Nov64; KK191154.

Try a little tenderness. [Flowers on boxing glove] (In Chicago tribune, Mar. 4, 1965, section 3, p.6) © 4Mar65; KK191149.

Try a little tenderness. [Heart in middle of orchid] (In Chicago tribune, Feb. 11, 1965, section 3, p.6) © 11Feb65; KK191148.

Try a little tenderness. [Little boy embracing little girl] (In Chicago tribune, Feb. 10, 1965, section 2, p.4) © 10Feb65; KK191151.

Try a little tenderness. [Little girl kissing little girl] (In Chicago tribune, Feb. 3, 1965, section 2, p.2) © 3Feb65; KK191152.

Try a little tenderness. [Little girl looking up] (In Chicago daily news, Feb. 3, 1965, p.22) © 3Feb65; KK191507.

Try a little tenderness. [Man & woman] (In Chicago daily news, Feb. 3, 1965, p.14) © 3Feb65; KK191508.

Try a little tenderness. [Man & woman holding hands] (In Chicago tribune, Dec. 3, 1964, section 2, p.2) © 3Dec64; KK191158.

Try a little tenderness. [Man feeding duck] (In Chicago tribune, Dec. 2, 1964, section 2, p.2) © 2Dec64; KK191159.

Try a little tenderness. [Man holding baby] (In Chicago tribune, Nov. 30, 1964, section 3, p.7) © 30Nov64; KK191160.

Try a little tenderness. [Man reading to little girl] (In Chicago tribune, Dec. 8, 1964, section 2, p.16) © 8Dec64; KK191155.

Try a little tenderness. [Man touching woman's cheek] (In Chicago tribune, Nov. 26, 1964, section 2, p.3) © 26Nov64; KK191162.

Try a little tenderness. [Man walking with little girl] (In Chicago tribune, Dec. 7, 1964, section 3, p.6) © 7Dec64; KK191156.

Try a little tenderness. [Two little girls] (In Chicago tribune, Feb. 15, 1965, section 2, p.9) © 15Feb65; KK191150.

Try a little tenderness. [Woman & child] (In Chicago daily news, Feb. 2, 1965, p.16) © 2Feb65; KK191505.

Try a little tenderness. [Woman kissing little girl] (In Chicago daily news, Feb. 9, 1965, p.32) © 9Feb65; KK191509.

Try a little tenderness. [Woman looking up to man] (In Chicago tribune, Dec. 4, 1964, section 2, p.14) © 4Dec64; KK191157.

WTS - PHARMACRAFT.
She's got everything, including athlete's foot, but Desenex will soon take care of that. (In Playboy, June 1965, p.59) Appl. author: Charles W. Hoyt Co., Inc. © WTS - Pharmacraft, division Wallace & Tiernan, Inc.; 13May65; KK189545.

WADSWORTH AUTOMATIC TRANSMISSIONS.
Automatic transmission trouble? (In Staten Island advance, June 27, 1965, p.W10) © Wadsworth Automatic Transmissions, a firm composed of Jerry De Luca & Crescent Fresca; 27Jun65; KK189590.

WAGNER, JEROME. See WARRANTY CO. OF AMERICA.

WALKER (HIRAM) & SONS, INC. ©
Hiram Walker's Ten High, sip it slow and easy. [Man, holding glass] (In True, Nov., 1965, p.3 of cover) © 19Oct65; KK190533.

Ten High, sip it slow and easy, enjoy true bourbon. (In True, Oct. 1965, p.32) © 16Sep65; KK190214.

WALKER (HIRAM) IMPORTERS, INC. ©
Baumanière, of Les Baux, France, beckons you with Gigot d'Agneau en Croute and Canadian Club. [Chefs & waiters at outdoor table] (In Business week, Oct. 16, 1965, p.115) © 15Oct65; KK190532.

Krone, of Assmannshausen on the Rhine, greets you with Hirschkalbsteak "Schwarzwälder Art" and Canadian Club. (In Business week, Nov. 13, 1965, p.58) © 12Nov65; KK191005.

Operakällaren, of Stockholm, Sweden, welcomes you with Jansson's temptation and Canadian Club. (In Gourmet, Sept. 1965, p.3 of cover) © 1Sep65; KK189935.

WALLACE, J. K. ©
The tri-met, quality engineered, a unique tool for simplified trimetric illustrating featuring accurate lifetime markings. Folder. Appl. author: Jay K. Wallace. © 1Jul65; KK190937.

WALLACE & TIERNAN, INC. WTS - PHARMACRAFT. See WTS - PHARMACRAFT.

WARNER BROS. PICTURES, INC.
Bugs Bunny says, new pre-sweetened Kool-Aid is more fun than a circus. See GENERAL FOODS CORP.

Bugs Bunny says pre-sweetened Kool-Aid is a bigger hit than baseball. See GENERAL FOODS CORP.

WARNER-LAMBERT PHARMACEUTICAL CO. ©
At last a nasal spray that thinks like a doctor; super Anahist. (In The Reader's digest, Nov. 1965) Appl. author: Ted Bates & Co., Inc. © 25Oct65; KK191110.

I almost blew the deal; Bromo Seltzer. (In Cleveland plain dealer, June 20, 1965) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Jun65; KK189826.

I almost failed my husband; Bromo Seltzer. (In Columbus Sunday dispatch, June 6, 1965) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Jun65; KK189829.

I almost missed seeing the talking onion; Bromo Selzter. (In Cleveland plain dealer, May 23, 1965) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23May65; KK189825.

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WARNER-LAMBERT PHARMACEUTICAL CO.-Con.
I couldn't face those women; Bromo Seltzer. (In Cleveland plain dealer, July 4, 1965) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Jul65; KK189827.
My husband and I never have a good time anymore; Bromo Seltzer. (In Cleveland plain dealer, Aug. 1, 1965) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Aug65; KK189830.
My kids thought I was a monster; Bromo Seltzer. (In Cleveland plain dealer, July 18, 1965) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Jul65; KK189828.
New from Super Anahist, a vaporizer that helps purify sickroom air. (In Life, Nov. 12, 1965, p.15) Appl. author: Ted Bates & Co., Inc. © 8Nov65; KK191657.
Super Anahist decongestant tablets have over 8 times more cold relief medication than the leading cold capsule. (In Life, Oct. 22, 1965, p.104) Appl. author: Ted Bates & Co. © 18Oct65; KK191111.

WARRANTY CO. OF AMERICA.
Contact lens replacement warranty. Sheet. © Jerome Wagner & John W. Wilson d.b.a. Warranty Co. of America; 28Jul65; KK189437.
Eyeglass frame replacement warranty. Sheet. © Jerome Wagner & John W. Wilson d.b.a. Warranty Co. of America; 28Jul65; KK189438.
Tempered lens replacement warranty. Sheet. © Jerome Wagner & John W. Wilson d.b.a. Warranty Co. of America; 28Jul65; KK189439.

WATER SPECIALTIES CO. ©
Miracle White; 32 perfect washes in any water; net contents 1/2 gallon. On wrapper. © 25Oct65; KK190844.
Solutions to your everyday washday stain problems; Miracle White. (In Chicago tribune, Sept. 10, 1965, p.9) © 10Sep65; KK190353.

WATERLOX DIVISION, EMPIRE VARNISH CO.
See EMPIRE VARNISH CO. WATERLOX DIVISION.

WATKINS PRODUCTS, INC. ©
Cool, cool, cool, cool, cool new Watkins family beverage bar. (In Ebony, June 1965, p.19) © 14May65; KK189251.
Where shall I take him to dinner tonight? Let the complete selection of 32 Watkins spices and herbs be your passport. (In Good housekeeping, Aug. 1965, p.165) © 19Jul65; KK189166.

WEAVER (W. R.) CO. ©
All the features you want in a scope you'll find in a Weaver scope. (In Guns annual, 1966, p.13) Appl. author: Thomas S. Duff. © 25Sep65; KK190625.
Feature for feature, your best sight is a model K Weaver-Scope. (In True, Nov. 1965, p.119) Appl. author: Thomas S. Duff. © 13Oct65; KK191499.
First choice of shooters, Weaver-Scopes. (In Fur-fish-game, Dec. 1965, p.21) Appl. author: Thomas S. Duff. © 20Nov65; KK191498.
For greater accuracy with your .22, try the all new model C4 Weaver-Scope. (In The National future farmer, Aug.-Sept. 1965, p.18) Appl. author: Thomas S. Duff. © 20Jul65; KK189715.
For more .22 shooting fun and accuracy, try a Weaver-Scope. (In Boy's life, Dec. 1965, p.77) Appl. author: Thomas S. Duff. © 1Dec65; KK191497.
For versatile sighting, variable power. Weaver scopes. (In The Sporting news, Sept. 25, 1965, p.19) Appl. author: Thomas S. Duff. © 25Sep65; KK190627.
Having trouble with those hard shots? You'll see better ... with a model K Weaver-Scope. (In Cavalier, Oct. 1965, p.52) Appl. author: Thomas S. Duff. © 7Sep65; KK190084.
Hunters' favorite, model K4 Weaver-Scope. (In The Sporting news, Sept. 18, 1965, p.17) Appl. author: Thomas S. Duff. © 18Sep65; KK190083.
New fun, new accuracy with your .22. Weaver scope. (In Popular science monthly, Oct., 1965, p.207) Appl. author: Thomas S. Duff. © 25Sep65; KK190629.
Outstanding for brilliant optics, greater accuracy, complete dependability. Weaver scopes. (In True west, Dec., 1965, p.45) Appl. author: Thomas S. Duff. © 20Oct65; KK190628.
See better, shoot better with a model K Weaver-Scope. (In True west, Oct. 1965, p.49) Appl. author: Thomas S. Duff. © 20Aug65; KK190082.
Whatever the game, you'll see better, shoot better, with a model K Weaver scope. (In Frontier times, Nov., 1965, p.55) Appl. author: Thomas S. Duff. © 20Sep65; KK190626.
You'll see better, shoot more accurately with a Weaver-Scope; 4 power model K4. (In Frontier times, Sept. 1965, p.43) Appl. author: Thomas S. Duff. © 20Jul65; KK189177.

WELCH GRAPE JUICE CO., INC. ©
Wonderful old idea, serve Welch's grape juice with your turkey. (In Woman's day, Nov., 1965, p.25) © 19Oct65; KK190621.

WELCH SCIENTIFIC CO. ©
Apparatus for soil ecology studies. Sheet. (Welchogram, no.662, cat. nos.54691-54695) © 18Oct65; KK191016.
Balancing table; no.54661. Sheet. (Welchogram no.641) © 10Jun65 (in notice: 965); KK189304.
Conical centrifuges for chemistry and biology laboratories; no.8330C. Sheet. (Welchogram no.661) © 7Jul65; KK189305.
Electrical stimulator; no.54671. Sheet. (Welchograph no.642) © 10Jun65; KK189315.
Every school may now have its own planetarium; no.6872B. Sheet. (Welchogram, no.676) © 1Sep65; KK189938.
High intensity, variable brightness lamp; no.0319. Sheet. (Welchogram no.658) © 21Jun65; KK189307.
Kymograph set; no.8511. Sheet. (Welchogram no.651) © 10Jun65; KK189312.
Measure gas exchange rates in living tissues with this volumeter; no.26006. Sheet. (Welchogram no.655) © 15Jun65; KK189308.
Microswitches for timing ball rolling down inclined plane track. Sheet. (Welchogram no.682) © 15Sep65; KK190305.
Models of prehistoric reptiles; no.65941. Sheet. (Welchogram no.650) © 1Jun65; KK189316.
Organic chemistry glassware set. Sheet. (Welchogram no.670) © 14Aug65; KK189598.
Plant mobiles for growth experiments; no.24901. Sheet. (Welchogram, no.657) © 1Sep65; KK189936.
Show basic principles of geology with this set; no.7074A. Sheet. (Welchogram, no.677) © 1Sep65; KK189937.
Skeleton of rhesus monkey; no.97422. Sheet. (Welchogram no.647) © 25Jun65; KK189306.
Temperature gradient box; no.8394G. Sheet. (Welchograph no.644) © 10Jun65; KK189313.
Thin layer chromatography kit for chemistry classes; no.4899. Sheet. (Welchogram no.653) © 15Jun65; KK189310.
Three new slide rules with number-line scales. Sheet. (Welchogram no.671) © 15Aug65; KK189597.
Tissue cutter; no.26001. Sheet. (Welchogram no.640) © 10Jun65; KK189314.
Transfer chamber; no.54682. Sheet. (Welchogram no.656) © 15Jun65; KK189309.
Ultraviolet germicidal lamp; no.0641. Sheet. (Welchogram no.643) © 10Jun65; KK189311.

WELLA CORP. ©
10 shades lighter without pre-bleaching; apply color charm no.1030. (In American hairdresser, Dec. 1965, p.58) © 25Nov65; KK191784.

WELLCO RO-SEARCH INDUSTRIES, INC. ©
Over a million prospective customers will be pre-sold by this ad in Parents' December issue; Foamtread slippers. (In Coast shoe reporter, Nov. 1964, p.13) © 15Nov64; KK190781.

WELLS DAIRIES COOPERATIVE. ©
The accent's on Wells buttermilk; one half gallon liquid; grade A, pasteurized, cultured. On folding carton. Appl. author: Don B. Kauffeld. © 22Oct65; KK191823.
The accent's on Wells multi-vitamin milk; one half gallon liquid; grade A. On folding carton. Appl. author: Don B. Kauffeld. © 22Oct65; KK191824.
Henny Penny egg nog, pasteurized, non-alcoholic by Wells; one quart liquid. On folding carton. Appl. author: Don B. Kauffeld. © 22Oct65; KK191822.
Milk, one half gallon liquid; grade A, pasteurized, homogenized, vitamin D. On folding carton. Appl. author: Don B. Kauffeld. © 22Oct65; KK191821.

WENGER, INC. ©
Performing area acoustics. 19 p. Appl. author: Harry J. Wenger. © 20Jul65; KK190261.

WEST END BREWING CO. ©
We could easily save $200,000 every year; Utica Club. (In Utica observer dispatch, Aug. 31, 1965, p.3) Appl. author: Benton & Bowles, Inc. © 31Aug65; KK189889.
We still let nature make the beer; Utica Club. (In Times-union, Albany, June 30, 1965, p.7) Appl. author: Benton & Bowles, Inc. © 30Jun65; KK189173.

WESTERN ADMATS, INC. ©
IWM card. Appl. author: Edgar A. Corn. © 28Jul65; KK190115.

WESTERN GEAR CORP. ©
Western has been shipping progress since 1888. (In Aviation week, June 28, 1965, p.36) Appl. author: MacManus, John & Adams, Inc. © 25Jun65; KK189025.

WESTERN LITHOGRAPH CO. WESTLINE E-Z CODE DIVISION. ©
Another Westline service to industry, industrial marking at low cost. Sheet. © 15Mar65; KK188899.

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WESTERN PUB. CO., INC. ©
Christmas carols, favorite carols for the whole family; 1872. 35 p. © 16Jul65; KK190229.
Color carnival, with box of 6 crayons; ages 4 to 9; no.4762:1.00. Whitman Pub. Co. On wrapper. © 13Oct65; KK191622.
Dot fun; no.4769:100. On wrapper. © 25Jun65; KK189599.
Krazy Ikes make hundreds of exciting toys; age group 3 to 10; 4998. Watkins-Strathmore Co. On wrapper. © 22Oct65; KK191634.
Playmate follow the color cut outs with crayons, stand-up doll with plastic stand. Whitman Pub. Co. On wrapper. © 21May65; KK189000.
Ring-a-roo, a ring toss game; no.4770:100. On wrapper. © 18Jun65; KK189600.
Rummy royal, a family fun game; no.4804:2.00. Whitman Pub. Co. On wrapper. © 14Sep65; KK190552.
United States of America; 100 piece picture map puzzle; no.4614. Whitman Pub. Co. On wrapper. © 2Jul65; KK191621.
Winner Spinner game, ages 4-8, for 2 to 4 players; no.4745:1.00. Whitman Pub. Co. On wrapper. © 30Aug65; KK190553.
World map puzzle; no.4645; 100 piece picture map puzzle, interlocking pieces. On wrapper. © 16Jul65; KK190230.

WESTLINE E-Z CODE DIVISION, WESTERN LITHOGRAPH CO. See WESTERN LITHOGRAPH CO. WESTLINE E-Z CODE DIVISION.

WESTMORE, JOSEPH COSMO. See TYPORAMA.

WHAM-O MANUFACTURING CO. ©
Frisbee flying saucer; Woof boom-erang. Sheet. © 7May65; KK189447.
Super ball, for all ball games. Sheet. © 23Jun65; KK189688.

WHAM-O MANUFACTURING CO., INC. ©
Super ball; no.278. Folder. © 19Jul65; KK189184.

WHEELER, DAN. ©
Nicasio, livre du vin. Folder. © 10Jul64; KK188934.

WHITING, LISBETH.
I'm the lil' ole lollipop maker that's me. See WHITING (LISBETH) CO., INC.

WHITING (LISBETH) CO., INC. ©
I'm the lil' ole lollipop maker that's me. [Old man and children with lollipops] No.355. On wrapper. Illus. signed: Lisbeth Whiting. © 15Mar65; KK190581.

WHITMORE, COBY.
Remember mother with a gift she'll remember. See NATIONAL COMMITTEE ON THE OBSERVANCE OF MOTHER'S DAY, INC.

WILHOLD GLUES, INC. ©
General purpose Panel Adhesive; 11 fl. ozs. Sticker. © 20Dec65; KK191797.

WILKEN CO. ©
For real old fashioned value, for really fashionable profits, Wilken Family 893. (In Beverage retailer weekly, May 31, 1965, p.56) Appl. author: Otto Kleppner. © 31May65; KK189303.

WILLIAMS, C. CHESTER. See KEL-VITRA LABORATORIES.

WILLIAMSON CANDY CO. ©
Laddie butterscotch flavored nut roll; net wt. 2 1/8 oz. On wrapper. © 15Jun65; KK189368.

WILSON, JOHN W. See WARRANTY CO. OF AMERICA.

WITTER (DEAN) & CO. ©
Where's the investment opportunity? (In Business week, Sept. 11, 1965, p.2A) Appl. author: J. Walter Thompson Co. © 11Sep65; KK190257.
Where's the investment opportunity? (In Business week, Oct. 9, 1965, p.2A) Appl. author: J. Walter Thompson Co. © 9Oct65; KK190794.
Where's the investment opportunity; Babcock & Wilcox nuclear reactor, Lynchburg, Virginia. (In Business week, Nov. 20, 1965, p.2A) Appl. author: J. Walter Thompson Co. © 20Nov65; KK191758.

WOLFE'S DINER, INC. ©
Compliments of Wolfe's Diner, Inc. on U. S. route 15, Dillsburg, Pa. (Place mat) Sheet. © 19Jul65; KK190442.

WOLVERINE SHOE & TANNING CO. ©
Everybody makes a tough boot, but ours are light, too. (In Family weekly, Sept. 19, 1965, p.9) © 18Sep65; KK190080.

WOLVERINE SHOE & TANNING CORP. ©
Hush Puppies, now you can enjoy both. (In Family weekly, Aug. 29, 1965, p.8-9) © 28Aug65; KK190054.
If your fingers or ears get cold, or you get bogged down with gear, or you can't get your boots laced tightly enough, or your skis are hard to carry, make tracks to your Wolverine ski products dealer. (In Sports illustrated, Nov. 29, 1965, p.15) © 25Nov65; KK191422.
Now there are two kinds of Hush Puppies casuals; brushed leather, smooth leather. (In Sports illustrated, Nov. 8, 1965, p.10) © 3Nov65; KK191059.

WORLD TOY HOUSE, INC. ©
Fun toys from The Toy House. (In Jack and Jill, Nov. 1965) © 17Sep65; KK190081.
Fun toys from the toy house; Ringo Raccoon says, color me. (In Jack & Jill, Jan. 1966, p.2 of cover) Appl. author: Hartogensis & Kuhl, Inc. © 27Dec65 (in notice: 1966); KK191832.

WRIGHT, JOHN. ©
Tepee Town. Folder. © 15Jun65; KK189995.

WRIGLEY (WILLIAM, JR.) CO. ©
The Wrigley zoo, Franky Fox. (In The Evanston review, Nov. 4, 1965, p.28) Appl. author: Kudner Agency, Inc. © 4Nov65; KK191138.
The Wrigley zoo, Hildy Hippo. (In The Evanston review, Oct. 28, 1965, p.15) Appl. author: Irmi Ann Gross-Bering. © 28Oct65; KK191137.

Y

YOUNG DESIGNS, INC. ©
Handpainted switchplate. (Switchplate box on wheels) On folding carton. Appl. author: Irmi Ann Gross-Bering. © 18Jan65; KK189953.

YOUNGER, GILBERT W. See TRANSCO.

YOUNGER, REAT R.
My name's Happy Health; milk; one half gallon liquid. On folding carton. Appl. states prev. reg 12Jul65, KK189580. NM: additions & revisions. © Reat R. Younger (in notice: Reat Younger); 15Sep65; KK191448.
My name's Happy Health; milk; one half gallon liquid. On folding carton. © 12Jul65; KK189580.

YOUNGS DRUG PRODUCTS CORP. ©
Wash-Up moist towelettes; 25 packets. On folding carton. © 16Jun65; KK189766.

Z

ZERO CORP. ©
Minnesota family received $6,698.04 extra in money paid for bulk milk ... since converting from cans to a Zero vacuum bulk milk tank. [Endorsed by Vernon E. Johnson] Sheet. Appl. author: Lloyd P. Duncan. © 20Jul65; KK190262.
New zero has invented a revolutionary milking system. (In Hoard's dairyman, Dec. 25, 1965, p.4 of cover) Appl. author: Lloyd P. Duncan. © 20Dec65; KK191829.
New Zero has invented a revolutionary milking system; the new Zero concord. (In Dairyman's journal, Jan. 1966, p.4 of cover) Appl. author: Lloyd P. Duncan. © 20Dec65; KK191833.
We tripled our milk check and received $8,930.72 extra for bulk milk. [Endorsed by Vernon E. Johnson] (In Hoard's dairyman, Sept. 25, 1965, p.3 of cover) Appl. author: Lloyd P. Duncan. © 25Sep65; KK190138.

ZINSCO ELECTRICAL PRODUCTS. ©
Meter pedestals for underground residential distribution. 1 v. (Form no.MBP157) © 9Mar65; KK190715.
Sweet sixteen fusible circuit breaker loadcenters. 35 p. (Form no. NPB-160) © 7Jul65; KK190716.

ZUBROW (S. E.) CO., INC. ©
What's so special about our spaghetti? (In Coatesville record, July 31, 1965, p.8) © 31Jul65; KK189782.

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RENEWAL REGISTRATIONS

A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

ALEXANDER, V. RAY.
Depreciation control. © 13Jun38; Label 51979. V. Ray Alexander (P); 23Nov65; R374213.

ATLAS TACK CORP.
Atlas products in the new shaker box. © 2Aug37; Print 16776. Atlas Tack Corp. (P); 22Jul65; R366024.
Atlas products in the new shaker box. © 2Aug37; Print 16824. Atlas Tack Corp. (P); 12Jul65; R364727.

BORDEN CO.
Comstock. [Sliced apples] © 18May38; Label 53240. Borden Co. (P); 9Dec65; R376052.
Comstock. [Whole beets] © 18May38; Label53239. Borden Co. (P); 9Dec65; R376053.
Sweetened chocolate flavored malted milk. © 1Mar38; Label 51230. Borden Co. (P); 3Dec65; R374876.

BOWMAN (A. SMITH) DISTILLERY, INC.
Old Virginia Hills. © 14May38; Label 51703. A. Smith Bowman Distilllery, Inc. (P); 26Jul65; R365236.

CHADBOURN GOTHAM, INC.
Day and night. © 10Sep37; Label 50330-50331. Chadbourn Gotham, Inc. (P); 20Aug65; R366621-366622.
Gotham Gold Stripe. © 19Nov37; Label 50662. Chadbourn Gotham, Inc. (P); 21Oct65; R371115.

ELECTRIC SOLDERING IRON CO., INC.
Esico soldering irons. © 3Jun38; Print 17054. Electric Soldering Iron Co., Inc. (P); 27Sep65; R369140.

EUREKA SPRING CO., INC.
Springs. © 10Oct38; Print 17141. Eureka Spring Co., Inc. (P); 20Oct65; R372929.

FEDERAL PAINT CO., INC.
Old Mariners deck enamel waterproof. © 1May38; Label 51475. Federal Paint Co., Inc. (P); 14Jul65; R364757.
Old Mariners flat white brushing paint. © 1May38; Label 51905. Federal Paint Co., Inc. (P); 14Jul65; R364759.
Old Mariners stipple flat white paint. © 1May38; Label 51906. Federal Paint Co., Inc. (P); 14Jul65; R364760.
Yacht paints. © 1May38; Label 51476. Federal Paint Co., Inc. (P); 14Jul65; R364758.

GIOIA MACARONI CO., INC.
Gioia. © 30Sep38; Label 52165. Gioia Co., Inc. (P); 21Oct65; R371087.

GREEN GIANT CO.
Colo-Pak brand tender sweet peas. © 10Jun38; KK22254. Green Giant Co. (PWH); 13Sep65; R367950.

H. M. S.
Hold-me-safe. © 6May38; Label 51779. Michael J. Zsizeri d.b.a H. M. S. (P); 14Jul65; R364767.

HARRIS TWEED ASSN., LTD.
Hand woven Harris tweed. © 7Aug37; Label 54593. Harris Tweed Assn., Ltd. (P); 21Jul65; R365019.

HOWELL (CHARLES H.) & CO., INC.
Synglo bulletin color. © 27Oct37; Label 51153. Charles H. Howell & Co., Inc. (P); 1Sep65; R367808.

KAHN'S (E.) SONS CO.
American Beauty. © 1Dec37; Label 50674-50682. E. Kahn's Sons Co. (P); 8Nov65; R372047-372055.

LIPTON (THOMAS J.) INC.
Choicest blend of Ceylon & India orange pekoe & pekoe tea. Yellow & red. © 10Oct37; Label 50691. Thomas J. Lipton, Inc. (P); 13Sep65; R367947.
Pure Imperial gunpowder tea. Green & black. © 10Oct37; Label 50725. Thomas J. Lipton, Inc. (P); 13Sep65; R367948.

LOMA LINDA FOOD CO.
Ruskets. © 10May38; Label 51742. Loma Linda Food Co. (P); 26Jul65; R365557.

MARANTZ (N.) PAPER CO.
Hostess. © 3Jun38; Label 51743. N. Marantz Paper Co. (P); 20Jul65; R364842.

PEAU SECHE COSMETICS, INC.
Original Peau Seche dry skin superfatted soap. © 1Jul38; Label 51976. Peau Seche Cosmetics, Inc. (P); 6Jul65; R364272.

PENNSYLVANIA DUTCH-MEGS, INC.
Cavaliere brand macaroni. © 1Aug37; Label 50709. Pennsylvania Dutch-Megs, Inc. (P); 13Jul65; R364744.
Cavaliere brand macaroni products. © 1Aug37; Label 54126. Pennsylvania Dutch-Megs, Inc. (P); 13Jul65; R364745.

STOKELY-VAN CAMP, INC.
Selective brand, packers of all green asparagus since 1923. © 14Oct37; KK10813. Stokely-Van Camp, Inc. (PWH); 14Oct65; R370600.
Selective brand, packers of all green asparagus since 1923. © 14Oct37; KK10814. Stokely-Van Camp, Inc. (PWH); 14Oct65; R370601.

UNIVERSAL MOTOR OILS CO., INC.
Dezol. © 31Aug37; Label 50933. Universal Motor Oils Co., Inc. (P); 30Aug65; R366851.
Dezol. © 5Sep37; Label 51223. Universal Motor Oils Co., Inc. (P); 30Aug65; R366850.

WESTERN FRUIT GROWERS SALES CO.
Buffalo brand. © 31Aug38; Label 52114. Western Fruit Growers Sales Co. (P); 18Oct65; R370645.

WRIGHT & MCGILL CO.
Eagle Claw hooks. © 18Jul38; Label 51891. Wright & McGill Co. (P); 24Oct65; R370526.

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